

DECEMBER 1959

# SOUTHERN AUTOMOTIVE JOURNAL

TV Monitor Streamlines Station  
page 29

the "Net"  
page 31

'59 Ford  
page 46

UNIVERSITY MICROFILMS  
SERIALS ACQUISITION  
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page 3

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## PLAIN FACTS on scuffing and scoring

To seal compression and control oil, piston rings must seal the ring groove and press firmly against cylinder walls. This pressure produces friction...which generates heat.

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When heat dissipation fails (faulty cooling system, inadequate lubrication, excessive unit pressure, etc.), one or both surfaces soften. Metal is torn away...scuffing or scoring results.

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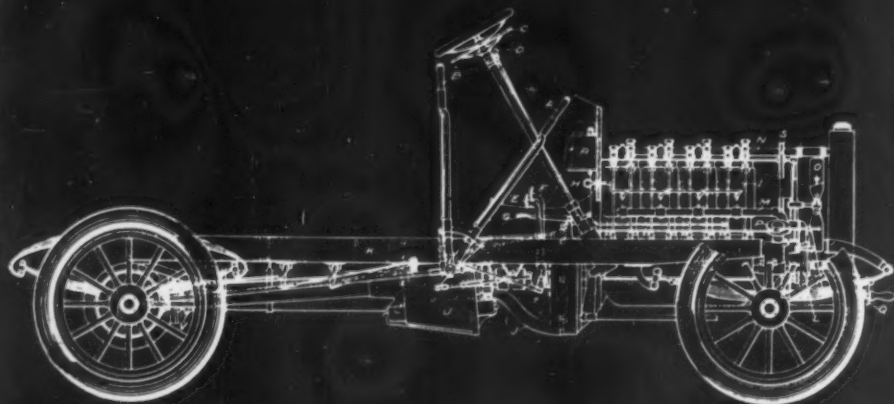


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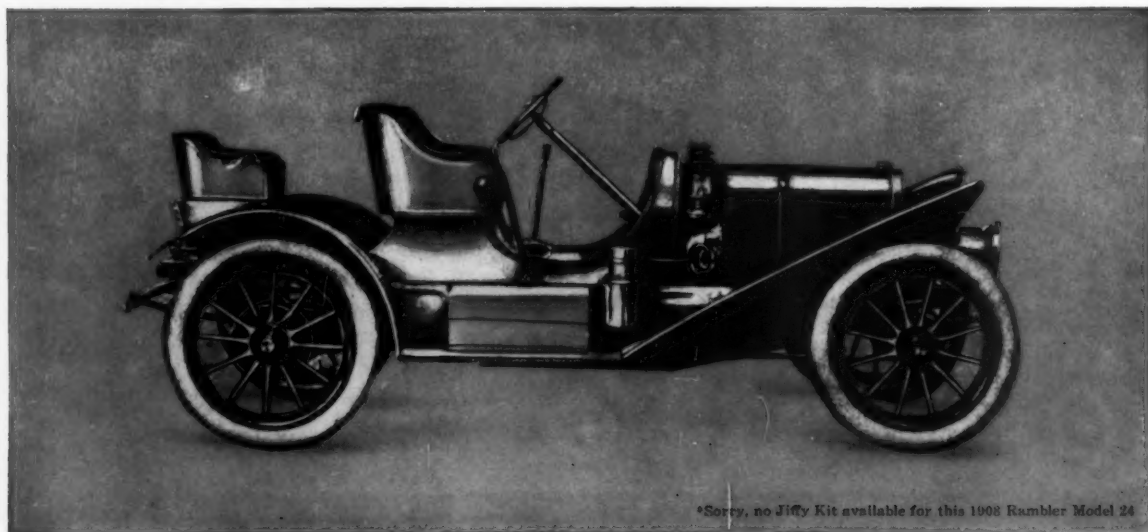
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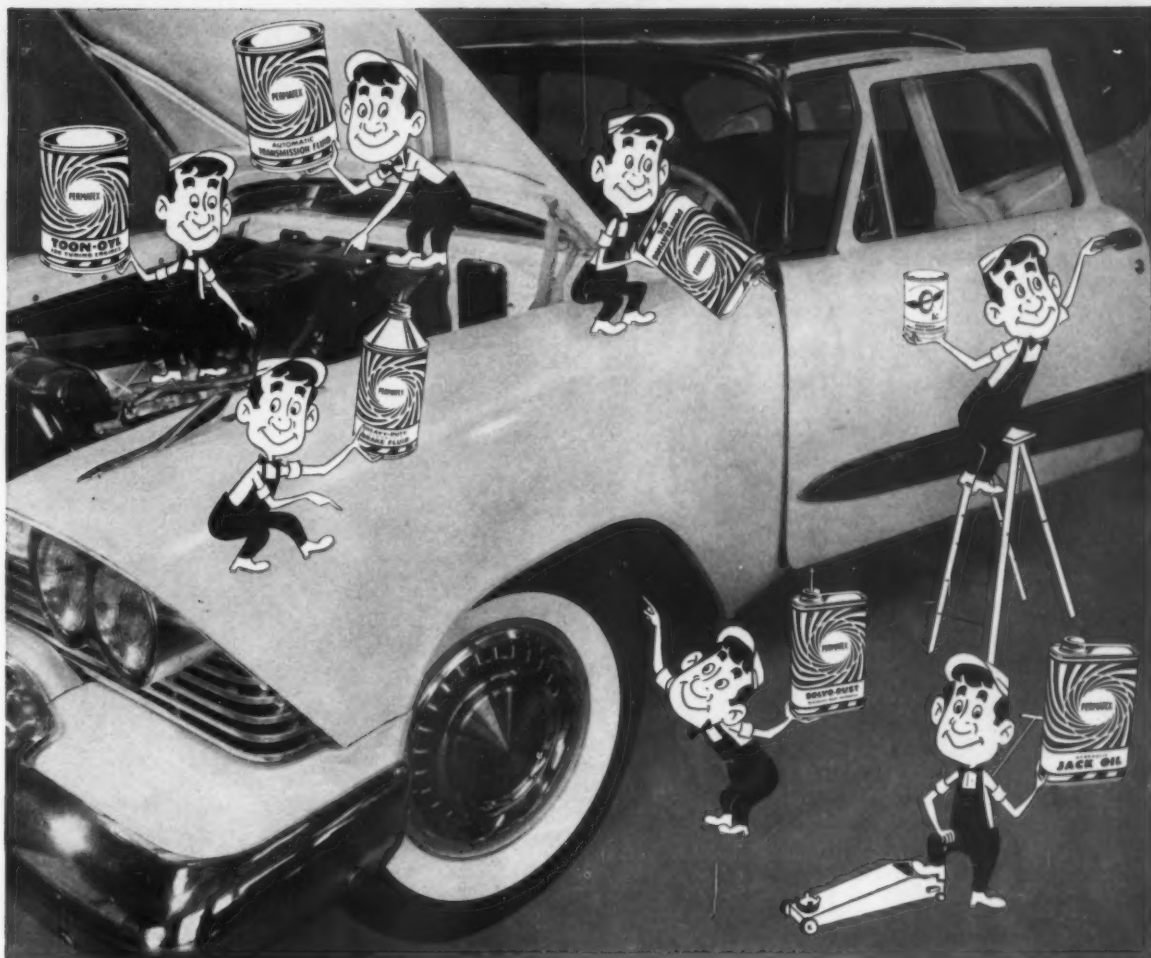
\*Sorry, no Jiffy Kit available for this 1908 Rambler Model 24

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**Volume 39**

**Number 12**

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# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 39

DECEMBER 1959

No. 12

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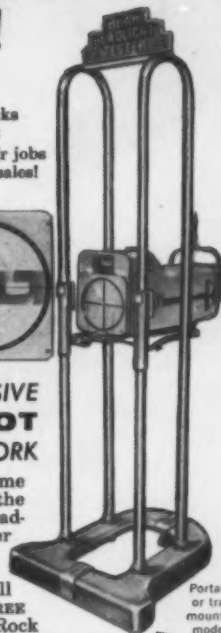
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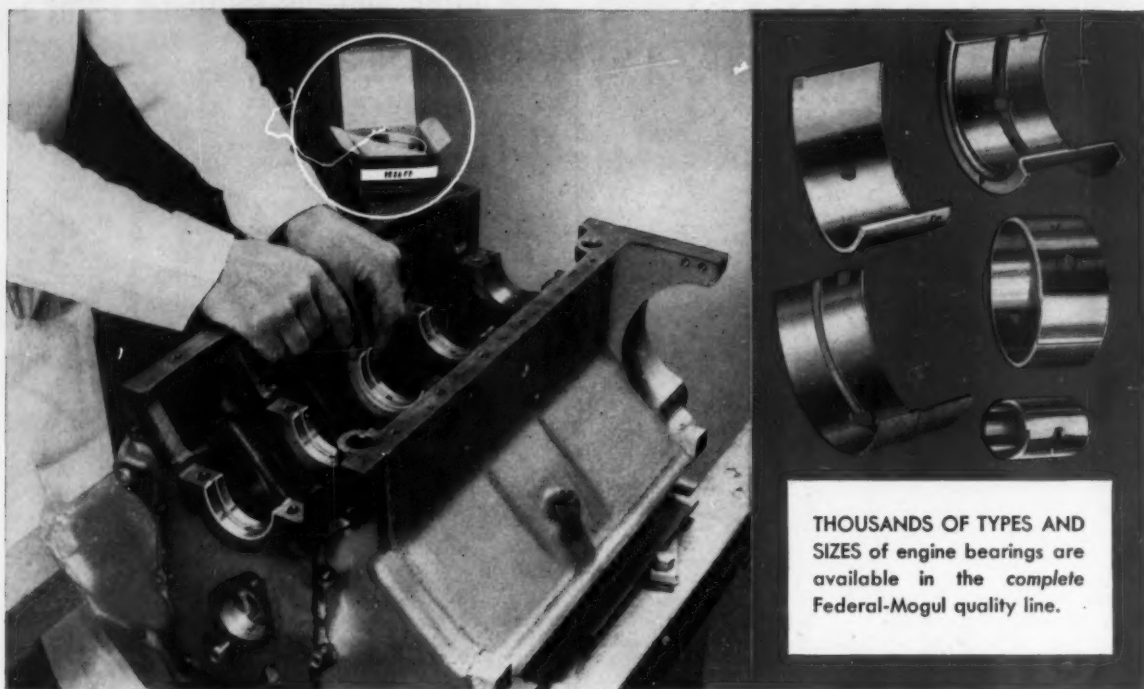
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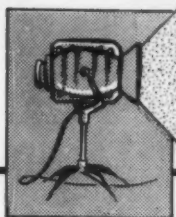
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## *Automotive* **SPOTLIGHT**

December 1959

It's no pollyanna talk: '60 is going to be a great year! The steel strike just might barely be revived late next month and maybe the railroaders will flex their strike wings in February, but otherwise manufacturers have been telling SAJ editors (see page 7) that they can see only blue skies ahead for at least until July 1. Baling wire isn't as popular as at one time, so the shops are going to be cramped to handle the inflow of ailing motor vehicles. Now would be a good time, it would seem, to bolster your force--if you have the remotest idea where a mechanic or two might be available.

Car dealers will tell you next month how they see the new-car-sales picture.

And their service managers and the independent garage operators will reveal in a companion survey how their volume ran this year and what they see ahead in the new year, including how many expect to hike their labor charges. The dealers will be speaking right ahead of the Jan. 30-Feb. 3 annual convention of the National Automobile Dealers Association, which is expected to pull 13,000 persons to the nation's capital.

Quick glances: Truck-trailer demand, says the Truck-Trailer Manufacturers Association, "is expected to rise in 1960 as general business improves," with production anticipated to hit 70,000 units as compared with 68,000 this year....The Tennessee Highway Patrol has been ordered to stop giving drivers' tests to youthful drivers of midget hotrods....Car makers are more interested in females' opinions on beauty than on what doctors could suggest to add safety, says a Virginia doctor (page 13). ...And if you don't believe the South's economy is on the up and up, look what a prominent publisher says on page 15 about where we have come in contrast to what the nation as a whole has been doing.

A native Georgian talked economics also last month. Charles R. Beacham, who came from the town of McRae and in a couple of years may be retiring to the Jacksonville, Fla., area from his present position as a vice president of Ford Motor Co. and assistant general manager of the Ford Division, told an Atlanta group Nov. 24: There's no doubt of the nation's economic "growth potential," and "how far and how fast we go depends largely on how well all of us in business, in labor, in agriculture and in government understand and accept the process of economic growth in a private-enterprise economy."

Where are "compacts" such as Corvair, Valiant and Falcon headed? President John F. Gordon of General Motors doesn't know, he said, because it's still too early, but he expressed confidence that standard-size cars "will still remain the backbone of our business."

What is the true mileage you can expect? It varies widely with a lot of factors, as you know, but Georgia's revenue department figures mileage at 12.47mpg in calculating income tax allowances and for mileage paid state employees. IGOA Executive Director Ralph H. James of Tulsa, Okla., reported getting around 23mpg on his Corvair in a recent field trip spanning cities and rural areas and amounting to about 2,500 miles, with a resulting wide range of speed.



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## Automotive MARKETS

### Service Market Sales to Climb in '60

**S**ALES in the service market are going to boom in 1960, if you accept the word of high-ranking executives of manufacturers of hard parts and other items which go into keeping motor vehicles rolling as they acquire a little age.

A number of these officials were interviewed by editors of *SOUTHERN AUTOMOTIVE JOURNAL* while they were attending the annual convention of the Florida Automotive Wholesalers Association at St. Petersburg last month.

They differed only as to the extent they expected the volume to rise. Some calculated that their business—in terms of units—would be up as much as 19% (as was true of a top executive of one of the biggest parts factories in the business). Others said they were telling their sales force the increase should range around 14 to 15%, although they figured that a rise of 10% would be satisfactory.

### Car Dealers' Profits Decline 10%

**F**RANCHISED car dealers' operating profits declined to 1.8% the third quarter of this year from the 2% registered at the end of June for the earlier quarter, the National Automobile Dealers Association business management survey revealed.

The operating profits (before federal taxes, of course) represented an average of \$90 per new car sold.

NADA's estimate of new-car stocks in dealers' hands on June 30 was 884,000, or 23.9 per dealer. Three months later this extremely heavy inventory had been reduced to 12.8 per dealer for an estimated total of 473,600. What had been a 49.2 days' supply at the end of June was down to a 27.7 days' supply on September 30.

With all this activity, dealers also managed a small reduction in used-car stocks, from 28.2 per dealer at the end of six months to 27.4 on September 30.

Helped out by factory bonuses and incentives, gross from combined new- and used-car sales, averaging \$399 per new unit, was actually one dollar higher than the \$398 figure reported in the first six months.

A comparison with the half-year results in fundamental operating ratios shows a \$23-per-car increase in over-all gross profit. This was primarily due to a higher proportion of service sales, which normally produce a considerably higher gross than car sales.

This gain was more than offset by an increase of \$33 per car in expenses, \$27 of which was spread throughout the fixed expense group.

The ratio of gross from new- and used-car sales remained unchanged at 9.5%. With car selling expenses deducted, vehicle gross absorbed 45.7% of fixed expense.

11.7% of dealers showed some operating loss in the nine-month period, compared with 12% in the half-year.

Uncertainties as to the final quarter of the year center on the effects of the steel strike. While the steel workers have returned, at least temporarily, it will take time to regain the new-car production already lost.

### Wagons Command 27% Of Plymouth Sales

**N**ATIONALLY, 27% of 1960 Plymouth orders have been for station wagons, according to Edward P. Letscher, general sales manager, Plymouth-De Soto-Valiant Division, who was at one time Dodge regional manager at Greensboro, N. C.

For the past two years, Plymouth has reportedly devoted a larger percentage of its total production to station wagons than any other "Big Three" factory.

Letscher said "the popularity of station wagons has been increasing at a much faster pace over the past few years than any other body type. Two years ago the industry average for station wagon production was running around 13%. Last year it went to nearly 17% for all cars and over 21% among the low-price cars. We can look for further increases in the future."

### Car Buyers Will Spend \$16 Billion in 1960

**A**MERICANS will spend at least \$16 billion on buying new automobiles in 1960, according to Studebaker-Packard officials, with the independent-minded buyer having greatly increased opportunity to select exactly what he wants.

Studebaker President Harold E. Churchill told a recent meeting of the Sales Executive Club of New York that "we should speak in the plural of the many car markets that exist in the U. S. for varying kinds of cars." He added, however, that the lasting success of any marketing program will finally rest on the quality of the product and the adequacy of the service given the customer.

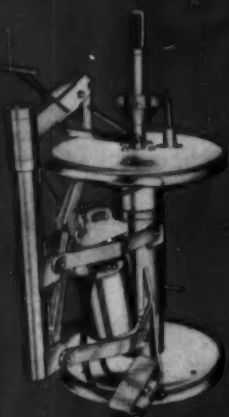
His company aims to increase its volume at least one-third over last year, according to S. A. Skillman, vice president. "Sales to date since the introduction of the new models," he added, "have run nearly double over the similar period last year."



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# Automotive NEWS BRIEFS



Frank R. Broadway of Montgomery, formerly executive vice president of the Automobile Dealers Association of Alabama, is president of the newly-formed Corporate Group Service, Inc., of Alabama, whose parent organization is Corporate Group Service, Inc., Orlando, Fla. The firm provides self-insuring workmen's compensation service to a variety of industry associations.

JAN	JAN	APRIL	APRIL	AUGUST	AUGUST	DECEMBER	DECEMBER
SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS	SMTWTFS
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17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32
33	34	35	36	37	38	39	40

## Looking Ahead

### DEALERS

- Jan. 17-19—Annual convention of National Independent Automobile Dealers Association, Eden Roc Hotel, Miami Beach, Fla.
- Jan. 30-Feb. 3—Annual convention of National Automobile Dealers Association, Sheraton-Park Hotel, Washington, D. C.
- Feb. 15—Annual convention of Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.
- Feb. 17—Annual business-legislative meeting of South Carolina Automobile Dealers Association, Hotel Wade Hampton, Columbia.
- April 24-26—Annual convention of Automobile Dealers Association of Alabama, Buena Vista Hotel, Biloxi, Miss.
- May 1-3—Annual convention of Georgia Automobile Dealers Association, British Colonial Hotel, Nassau, B. W. I.
- May 1-3—Annual convention of Texas Automobile Dealers Association, Driscoll Hotel, Corpus Christi.

- May 5-6—Annual combined conventions of Kansas Motor Car Dealers Association and Missouri Automobile Dealers Association, Hotel Muehlebach, Kansas City, Mo.
- May 13-14—Annual convention of South Carolina Automobile Dealers Association, Francis Marion Hotel, Charleston.
- Jan. 28-Feb. 1, 1961—Annual convention of National Automobile Dealers Association, San Francisco.
- Feb. 3-7, 1962—Annual convention of National Automobile Dealers Association, New York City.

### GARAGEMEN

- Jan. 8-9—Mid-year board meeting of Independent Garage Owners of America, Tulsa, Okla.
- March 25-27—Spring convention of Independent Garagemen's Association of Texas, Dallas.
- July 7-9—Fifth annual convention of Independent Garage Owners of America, Dinkler Plaza Hotel, Atlanta, Ga.

### WHOLESALE

- Jan. 21-23—Regional conference of Automotive Electric Association, Biltmore Hotel, Atlanta, Ga.
- Feb. 7-9—Officers' meeting of Automotive Affiliated Representatives, Manhattan Hotel, New York.
- Feb. 8—General meeting and election of officers of Automotive Booster Clubs International, Park Sheraton Hotel, New York, with annual all-industry banquet at Astor Hotel Feb. 10.
- Feb. 8-9—Annual convention of Automotive Service Industry Association, Carnegie Hall, New York City.
- Feb. 9—Automotive Affiliated Representatives breakfast meeting, Astor Hotel, New York.
- Feb. 10-13—Automotive Service Industry Show, Coliseum, New York.
- March 17-19—Regional conference of Automotive Electric Association, Gunter Hotel, San Antonio, Texas.
- March 23-24—Spring convention of Virginias - Carolinas Automotive Wholesalers Association, Sedgefield Inn, Greensboro, N. C.
- March 24-27—Southwest Automotive Show, Automobile Building, Dallas, Texas.
- April 23—Annual convention of Automotive Wholesalers of Oklahoma, Skirvin Hotel, Oklahoma City.
- June 1-4—Annual convention of Automotive Engine Rebuilders Association, Netherland-Hilton Hotel, Cincinnati.
- June 5-7—Annual convention of Automotive Wholesalers Association

- tion of Tennessee, Castle in the Clouds Hotel, Chattanooga.
- June 26-29—Annual convention of Automotive Wholesalers Association of Alabama, Holiday Inn Motel, Dauphin Island, south of Mobile.
- Oct. 19-22—Annual convention of Automotive Wholesalers of Texas, Rice Hotel, Houston.

### GENERAL

- Jan. 25-28—33rd annual Automotive Accessories Manufacturers Association exposition, Navy Pier, Chicago.
- Oct. 10-12—Annual trade show and convention of Automotive Parts Rebuilders Association, Conrad Hilton Hotel, Chicago.
- Oct. 15-23—National automobile show, Cobo Hall, Detroit.
- Oct. 31-Nov. 3—Annual convention of Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.

### Cocoa Floridians Name Bradley

J. G. Bradley of Bradley Motors (Dodge-De Soto), Cocoa, Fla., is the new president of the Cocoa-Merritt Island Automobile Dealers Association.

Louis H. Keen, Jr., has been elected an assistant vice president of Universal C.I.T. Credit Corp. and will direct the company's Atlanta, Ga., division. Formerly branch supervisor for the division, Keen succeeds Julian H. Peebles, who retired Nov. 1. A native of Roanoke, Va., Keen joined the corporation in that city in 1937 as an adjuster. He later was named branch manager there, as well as in Norfolk, Va., and Raleigh, N. C., before joining the Atlanta division office in 1950 as operations manager.



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**Double light-band system** — Two bands of lights show, with unmatched accuracy, any mechanical faults on distributor — show dwell and advance of each cam lobe, as well as overlap on dual point systems.

**Two-scale automatic tachometer** — Tach automatically switches to proper scale as rpm's increase or decrease. Reads up to 4,000 distributor rpm.

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C O R P O R A T I O N

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New officers of the Mississippi Automobile Dealers Association are (l. to r.): seated, S. E. Kossman of Cleveland, NADA director; H. J. Vickery of Houston, president; Jack E. Lee of Forest, immediate past president; standing, James Fowler of Jackson, vice president—central district; H. L. Roberts of Shelby, secretary-treasurer; Herb Mead of Natchez, vice president—southern district, and Homer McLeod of Greenwood, vice president—northern district.

## Foreign Exchange Plan Highlights Convention of Mississippi Dealers

A PLAN for sons of American automobile dealers to spend time in foreign countries in exchange for sons of foreign dealers coming to this country took the spotlight at the annual convention of the Mississippi Automobile Dealers Association in Biloxi last month.

S. E. Kossman of Cleveland, NADA director, outlined the plan in collaboration with his 14-year-old son, Charles, who told of a month's stay in England, France and Italy last summer as guest of an English dealer's family.

New president is Harry J. Vickery of Huston, who succeeds Jack E. Lee of Forest. Vice presidents are H. W. Mead of Natchez, James Fowler of Jackson and Homer McLeod of Greenwood. H. L. Roberts of Shelby is secretary-treasurer and Kossman was re-elected NADA director.

Resignation of Carl G. Wallace as association manager was accepted and his successor will be named in the near future. Wallace resigned to devote his full time to law practice.

Speakers included Herbert L. Galles, Jr., of Albuquerque, N. M.,

president of the National Automobile Dealers Association, and Dr. Alfred P. Haake of Largo, Fla., a General Motors consultant.

Galles urged the dealers to join

with fellow dealers, manufacturers and allied industries in a campaign to attract able and enthusiastic young Americans to the industry. Galles cited the price labeling law as a vital factor in restoring public confidence in the retail segment of the automobile industry.

Other speakers included James Gavagin, vehicle marketing manager of the *Saturday Evening Post*, and James C. Moore, executive vice president of NADA.

## New Orleans Body Names Dumas

Bernie Dumas of Bernie Dumas, Inc., has been elected president of the Greater New Car and Truck Dealer Association of New Orleans. Other officers are James Bryan, vice president, and J. Arnold Riley, secretary-treasurer. Directors are Wiley L. Mossy, Jr., George Bohn, Jr., J. A. Paretto and Donald Stephens.

## Hart Dies in Oklahoma City

Donald G. Hart, 67, retired Oklahoma City zone manager for the Chevrolet Division of General Motors, died recently following a short illness. A 27-year employee of Chevrolet, Hart retired in November 1957.

This group attended the second meeting of the Independent Garage Owners of Florida, Unit No. 4, Fort Lauderdale (l. to r.): seated, front row, Andy Randels, president, Jack Price, secretary, and Guido Sharkey; second row, Bill Waddell, treasurer, Thomas Evans, Emery Fassini, Carlton Scheirrmann and E. W. Sheffield; third row, Irvin M. Kennedy, Ralph D. Goodwien, Alban Meccia, Henry M. Torres and D. A. Speran; standing, Mac Rochat, Jake Leicht, Bill Futral, William B. Oliver, Jim Futral and Ken Jeffers, third vice president. Members not pictured are Jeff Newbill, vice president; John Riding, second vice president; Russ Greer, H. S. Gibson, O. M. Robstad and Henry Birmingham.



Better products, faster, from your Federal-Mogul jobber:



**The Bower-BCA wheel bearing package makes any gas station or garage a wheel bearing service center!**



- Be equipped to service all popular cars
- Every car owner is a possible prospect
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- Check bearings whenever you pull a wheel
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These photos were made at the recent quarterly meeting of the Independent Garage Owners of Tennessee at Nashville. Numeral 1 indicates an allied member, A. D. Moody, president of R. T. Clapp Co., Knoxville, who joined with his fellow Knoxville and allied member (standing at his right), George W. Kinnie of McNutt & Burks, in helping create the Knoxville unit of IGOT. Smaller photo shows these officials (l. to r.): Floyd R. Reed of Shelbyville, secretary-treasurer of IGOT; Burl Brown of Memphis, the vice president; John W. Baker of Kingsport, the president; Kinnie, who is president of the Automotive Wholesalers Association of Tennessee, and W. C. "Josh" Wilder of Nashville, the outgoing president of IGOT and third vice president of Independent Garage Owners of America.

## Car Makers' Safety Disinterest Lambasted by Virginia Physician

**A**UTOMOBILES are being built "to suit a 12-year-old mentality" and with no regard for the "human factor."

That is what Dr. Fletcher D. Wood, who has worked with the Virginia advisory legislative committee, said during a panel discussion at the 13th annual Virginia Highway Conference held recently in Lexington.

The automotive industry is "lagging the most," Fletcher said, in

the nation's effort to decrease traffic fatalities and injuries. He added it will eventually take state and federal laws to force the industry to adopt safety measures.

Fletcher said members of the medical profession know how deaths and injuries can be decreased but have been unsuccessful in trying to get manufacturers to adopt their ideas.

"Women are called in to help decide on the color of the dash-

board or the shape of a knob," he said. "They pick the knobs because they look so ducky and not whether they punch a hole in your chest."

"Meager amounts" of money are being spent by the industry on safety research, Fletcher said, adding that "half the time" money is not available to finance study by universities and students working toward safety.

There has been "mighty little progress" in design as far as safety is concerned, he said, and a person cannot protect himself even at a speed of 12mph. At that speed, Fletcher said, "the steering wheel collapses" if the car crashes.

Among safety equipment features he mentioned which doctors would like to see as standard—"not optional"—in new cars are seat belts and shoulder harnesses, padded dash and steering column, safety door, better signal lights, no-glare glass, recessed window wells behind the rear seat, headrests similar to those on barber and dentist chairs and recessed door handles and knobs.

Medical research, Fletcher said, has proven these devices would cut down on the seriousness of accidents, because most traffic injuries and fatalities are caused by jamming into the steering wheel and column, being thrown from the car, hitting the dash or striking the neck on the back of the seat.

Because the public as a whole is not ready to do anything about traffic accidents, Fletcher said, "the present generation is a lost generation. We can't stop traffic accidents right now."



*you've got to*  
*pull a wheel* *to be a*  
**"Big Wheel"**  
**in the**  
**Brake Service**  
**Business!**

**Build SALES...**  
**Build PROFITS with**



So . . . get the habit of "pulling a wheel!"  
Look for those tell-tale fluid leaks; then  
**REPAIR . . . REPLACE and REFILL with EIS,**  
the quality Brake Parts Line that establishes  
and maintains your fine reputation! Ask your  
EIS Distributor; he'll show you how the use  
of EIS Brake Parts always adds up to bigger  
brake-service profits! *Write for Catalog.*

**HYDRAULIC BRAKE PARTS AND REPAIR KITS**  
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**MASTER AND WHEEL CYLINDERS**  
**BRAKE TOOLS**  
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**BRAKE CABLES**  
**BRAKE EQUIPMENT**  
**SUPER SAE BRAKE FLUIDS**

**EIS AUTOMOTIVE CORP.**  
**Middletown, Conn.**

## South's Rising Economy Cited by Publisher

**T**HE Southland's sharp and substantial rising economy as compared with other regions of the United States was cited last month by the chairman of the board of W. R. C. Smith Publishing Co., publisher of SOUTHERN AUTOMOTIVE JOURNAL and other business journals.

Said William J. Rooke, former business manager of SAJ, in an address at Atlanta Nov. 23 key-noting the most successful annual convention in the history of the Georgia Automotive Wholesalers Association:

"This Southern expansion we are experiencing is bound to continue along even broader lines in the years ahead.

"Just what effect has this new industrialization and new diversified economy had on your income and mine and that of our associates and neighbors? The answer is best given in the figures on income payments to individuals which are regularly put out by the U. S. Department of Commerce. From 1939 to the present time the gain in the South has been 381% as compared with a gain of 332% in the rest of the country.

"The effect on the retail sales has been equally striking, the gain in the Southern states during the

same period of time being 456% as compared with a gain of 348% in the rest of the country."

The automotive industry, he pointed out, has moved in step:

"There are now in operation in the South about 21,000,000 motor vehicles—exactly one-third of the total registered motor vehicles in the country. And note this: the increase in the South since 1939 has been 133% as compared with an increase of 92% for the rest of the country."

Gasoline consumption figures also reflect the greater Southern prosperity, he asserted. The gain during the past ten years has been 73% for the South, while the rest of the country has climbed only 44%, Rooke said.

"Comparing gasoline consumption with motor vehicles registered in the South shows," he said, "928 gallons of gasoline consumed per motor vehicle per year, or 104 gallons more per year than for the average motor vehicle in the rest of the country.

"Southern vehicles are driven further annually and the tourist trade adds to consumption."

## Jackson Dies in Murfreesboro

Joe H. Jackson, 73, associated with Jackson Brothers Chevrolet and Oldsmobile Co. in Murfreesboro, Tenn., died last month following a heart attack.



Jack Izard (top) has been named to succeed W. G. "Bill" Power (bottom) as national advertising manager of Chevrolet. Power, 63, will retire Jan. 1 after 31 years with the division, a portion of which he spent as Jacksonville, Fla., zone manager. A native of Mississippi and a graduate of Hardin-Simmons University, Izard started with the company in 1937 in El Paso, Texas. Later he became zone business manager at Dallas, and in 1956 he was promoted from assistant zone manager at New Orleans to assistant advertising manager. Leon Dorn, a native of New Orleans who joined Chevrolet 24 years ago, replaces Izard in his most recent position of zone manager at Peoria, Ill. At one time Dorn was assistant zone manager of Houston.


Listening as publisher Rooke spoke were Dexter E. Swanstrom (left) of Atlanta, president of GAWA, and Thomas S. Perry of Atlanta, who presided over this annual convention of wholesalers in Georgia's capital.



## Kentuckians Pick Louisville

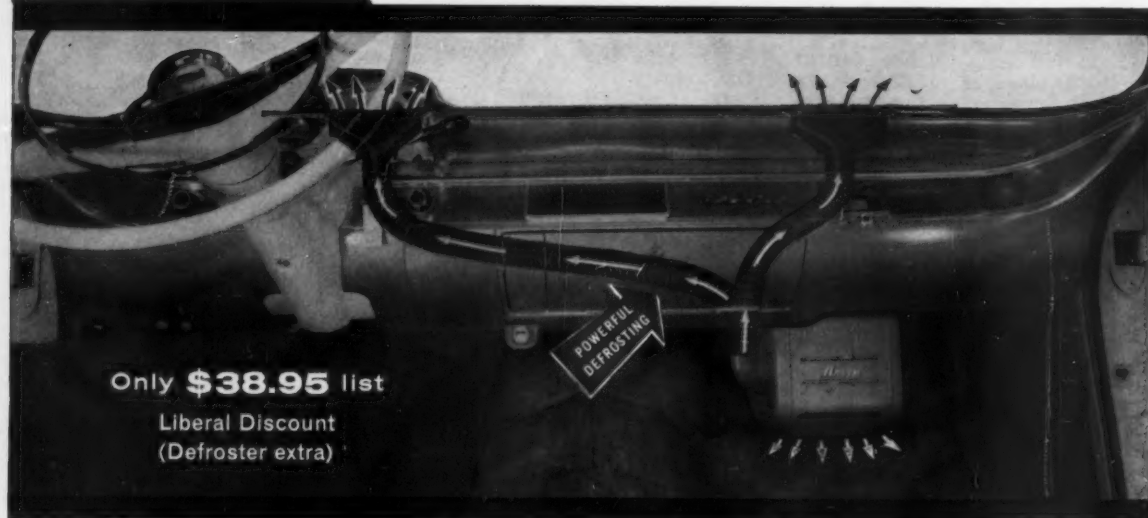
The Kentucky Automotive Wholesalers Association will hold its second annual convention Aug. 25-27 at the Kentucky Hotel in Louisville, according to T. H. Gill of Motor and Electric Supply Co., Bowling Green, first vice president and chairman of the program committee.

(More News Briefs on page 91)

a world of  warmth

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halves your heater costs!



Only **\$38.95** list

Liberal Discount  
(Defroster extra)

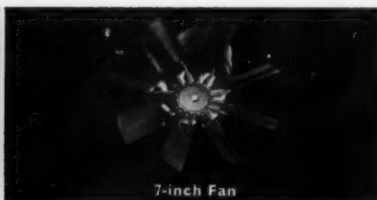
**ARVIN SERIES "20" UNIVERSAL RECIRCULATING  
HOT WATER CAR HEATERS SAVE UP TO \$40 OVER CAR-FACTORY MODELS!**

Space-saving, money saving . . . and profit winning! That's what you can expect—and get—from an Arvin car heater. No other heater comes even close to Arvin in down-to-earth value. Arvin gives you a big *selling* edge—and a big *profit* edge on all car installations!

Out-performs heaters costing far more—The big "heart" of this heater is a honeycomb core, with 2800 inches of radiating surface. Big 8-blade, 7-inch fan circulates *all* the air in average sedan every two minutes. Easily installed.



6 or 12-volt Models



7-inch Fan



Copper honey-comb core

**CARS**—1959 Ford, Chevrolet, Plymouth, Dodge, DeSoto, Studebaker

**TRUCKS**—1959 Chevrolet, Dodge, Ford trucks and most prior models

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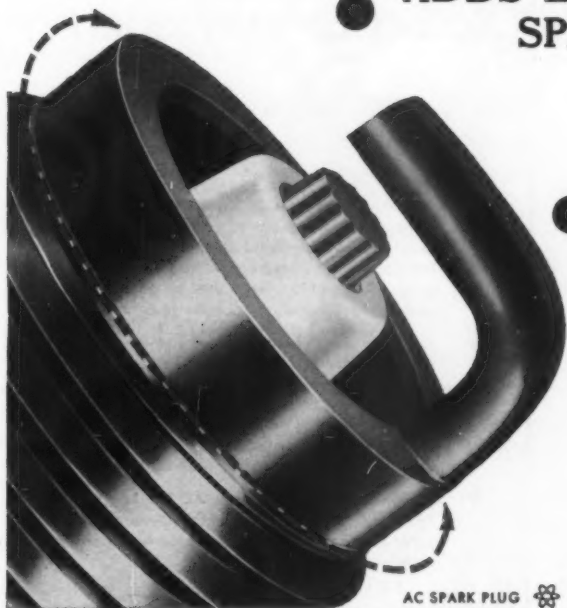
# ANNOUNCING NEW **AC** EXTENDED SHELL FIRE RING SPARK PLUGS

The Industry's **NEWEST!** The Industry's **BEST!**

- REVOLUTIONARY NEW AC SPARK PLUG DESIGN!

- ASSURES CONTINUED SUPERIOR ENGINE PERFORMANCE!

- ADDS EXTRA MILES TO SPARK PLUG LIFE!



- THOROUGHLY TESTED AND PERFORMANCE PROVED!

Read the complete story of the new and revolutionary AC Extended Shell Fire-Ring Spark Plug. AC Ignition Engineered to better the performance of the cars you own, drive, sell and service!



AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

# New **AC** Extended Shell Fire-Ring Spark Plugs SELECTED AS ORIGINAL EQUIPMENT ON ALL 1960 **BUICK** CARS!




## BRILLIANT BUICK PERFORMANCE

starts with new AC Extended Shell Fire-Ring Spark Plugs . . . installed as original equipment on all 1960 models. Developed by AC Ignition Engineers, the new AC Spark Plug combines the outstanding features of AC's famed Extended Tip design with the revolutionary AC exclusives of an Extended Shell and new Knurled Center Electrode. These significant AC engineering achievements assure Buick owners of many thousands of miles of continued top engine performance.

## THE NEW AC EXTENDED SHELL

**DESIGN** is revolutionizing the entire spark plug industry. The new AC design assures better combustion at the spark plug gap for smoother performance at all speeds by positioning the gap deep in the combustion chamber. This location automatically provides more turbulence which increases the scouring and scrubbing action on the insulator tip to keep it free of fouling deposits. And the new AC Knurled Center Electrode multiplies the sharp points at the gap to provide faster, surer starts under all conditions.

AC SPARK PLUG  THE  
ELECTRONICS DIVISION OF GENERAL MOTORS

## ALL AC EXTENDED SHELL FIRE-RING SPARK PLUGS

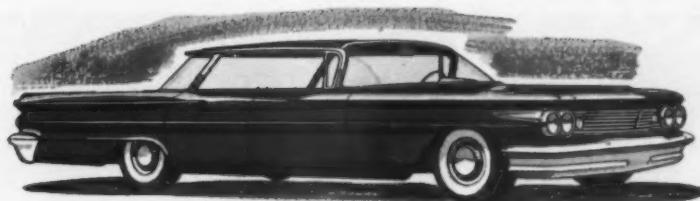
have been thoroughly tested and performance proved in AC's Testing Laboratories, on the General Motors Proving Grounds, and in exhaustive road tests covering hundreds of thousands of miles and all driving conditions.

## COMPARISON PROVES AC DESIGN SUPERIORITY!




- Note how the ordinary extended tip plug's excessively long ground electrode burns away. This causes power-robbing flash-over and poor spark plug performance due to gap growth. Insulator protection, too, soon breaks away.
- The new AC Extended Shell Fire-Ring Spark Plug's shorter ground electrode reduces burning and break-off during extreme temperatures. The insulator tip is shielded during starts and protected against drowning after false starts. Insulator protection remains intact . . . continued superior performance is assured!
- Recommend and install new AC Extended Shell Fire-Ring Spark Plugs to give owners faster, surer starting, maximum available horsepower, with less fouling.

# New **AC** Extended Shell Fire-Ring Spark Plugs SELECTED AS ORIGINAL EQUIPMENT ON ALL 1960 **PONTIAC** CARS!



**SPARKLING PONTIAC PERFORMANCE** starts with new AC Extended Shell Fire-Ring Spark Plugs . . . installed as original equipment on all 1960 models. Developed by AC Ignition Engineers, the new AC Spark Plug combines the outstanding features of AC's famed Extended Tip design with the revolutionary AC exclusives of an Extended Shell and new Knurled Center Electrode. These significant AC engineering achievements assure Pontiac owners of many thousands of miles of continued top engine performance.

**THE NEW AC EXTENDED SHELL DESIGN** is revolutionizing the entire spark plug industry. The new AC design assures better combustion at the spark plug gap for smoother performance at all speeds by positioning the gap deep in the combustion chamber. This location automatically provides more turbulence which increases the scouring and scrubbing action on the insulator tip to keep it free of fouling deposits. And the new AC Knurled Center Electrode multiplies the sharp points at the gap to provide faster, surer starts under all conditions.

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**ALL AC EXTENDED SHELL FIRE-RING SPARK PLUGS** have been thoroughly tested and performance proved in AC's Testing Laboratories, on the General Motors Proving Grounds, and in exhaustive road tests covering hundreds of thousands of miles and all driving conditions.

## COMPARISON PROVES AC DESIGN SUPERIORITY!



- Note how the ordinary extended tip plug's excessively long ground electrode burns away. This causes power-robbing flash-over and poor spark plug performance due to gap growth. Insulator protection, too, soon breaks away.
- The new AC Extended Shell Fire-Ring Spark Plug's shorter ground electrode reduces burning and break-off during extreme temperatures. The insulator tip is shielded during starts and protected against drowning after false starts. Insulator protection remains intact . . . continued superior performance is assured!
- Recommend and install new AC Extended Shell Fire-Ring Spark Plugs to give owners faster, surer starting, maximum available horsepower, with less fouling.

New **AC** Extended Shell Fire-Ring Spark Plugs


# IMPORTANT INFORMATION FOR ALL FORD

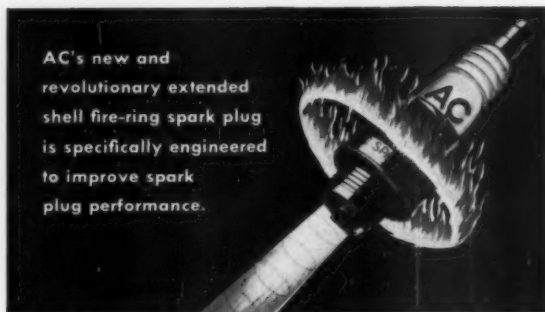
## DEALERS, PARTS MANAGERS, AND SERVICE PERSONNEL



**REACH FOR AC EXTENDED SHELL FIRE-RING SPARK PLUGS** and you've performed the most important first step towards improving your customers' spark plug performance. Developed by AC Ignition Engineers, the new AC Spark Plug combines the outstanding features of AC's famed Extended Tip design with the revolutionary AC exclusives of an Extended Shell and new Knurled Center Electrode.

**THE NEW AC EXTENDED SHELL DESIGN** is revolutionizing the entire spark plug industry. The new AC design assures your customers better combustion at the spark plug gap for smoother performance at all speeds by positioning the gap deep in the Ford engine's combustion chamber. This location automatically provides more turbulence which increases the scouring and scrubbing action on the insulator tip to keep it free of fouling deposits. And the new AC Knurled Center Electrode multiplies the sharp points at the gap to provide faster, surer Ford starts under all conditions.

AC SPARK PLUG  THE  
ELECTRONICS DIVISION OF GENERAL MOTORS



**ALL AC EXTENDED SHELL FIRE-RING SPARK PLUGS** have been thoroughly tested and performance proved in AC's Testing Laboratories, on the General Motors Proving Grounds, and in exhaustive road tests covering hundreds of thousands of miles and under all driving conditions.

### COMPARISON PROVES AC DESIGN SUPERIORITY!



- Note how the ordinary extended tip plug's excessively long ground electrode burns away. This causes power-robbing flash-over and poor spark plug performance due to gap growth. Insulator protection, too, soon breaks away.
- The new AC Extended Shell Fire-Ring Spark Plug's shorter ground electrode reduces burning and break-off during extreme temperatures. The insulator tip is shielded during starts and protected against drowning after false starts. Insulator protection remains intact . . . continued superior performance is assured!
- Correct your customers' ignition problems by installing AC Extended Shell Fire-Ring Spark Plugs to give your owners faster, surer starting, maximum available horsepower, with less fouling.

New **AC** Extended Shell Fire-Ring Spark Plugs


# IMPORTANT INFORMATION FOR ALL CHRYSLER

## DEALERS, PARTS MANAGERS, AND SERVICE PERSONNEL



**REACH FOR AC EXTENDED SHELL FIRE-RING SPARK PLUGS** and you've performed the important first step towards improving customers' spark plug performance. Developed by AC Ignition Engineers, the new AC Spark Plug combines the outstanding features of AC's famed Extended Tip design with the revolutionary AC exclusives of an Extended Shell and new Knurled Center Electrode.

**THE NEW AC EXTENDED SHELL DESIGN** is revolutionizing the entire spark plug industry. The new AC design assures your customers of better combustion at the spark plug gap for smoother performance at all speeds by positioning the gap deep in the Chrysler engine's combustion chamber. This location automatically provides more turbulence which increases the scouring and scrubbing action on the insulator tip to keep it free of fouling deposits. And the new AC Knurled Center Electrode multiplies the sharp points at the gap to provide faster, surer Chrysler starts under all conditions.

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AC's new and revolutionary extended shell fire-ring spark plug is specifically engineered to improve spark plug performance.



**ALL AC EXTENDED SHELL FIRE-RING SPARK PLUGS** have been thoroughly tested and performance proved in AC's Testing Laboratories, on the General Motors Proving Grounds, and in exhaustive road tests covering hundreds of thousands of miles and under all driving conditions.

### COMPARISON PROVES AC DESIGN SUPERIORITY!



- Note how the ordinary extended tip plug's excessively long ground electrode burns away. This causes power-robbing flash-over and poor spark plug performance due to gap growth. Insulator protection, too, soon breaks away.
- The new AC Extended Shell Fire-Ring Spark Plug's shorter ground electrode reduces burning and break-off during extreme temperatures. The insulator tip is shielded during starts and protected against drowning after false starts. Insulator protection remains intact . . . continued superior performance is assured!
- Correct your customers' ignition problems by installing AC Extended Shell Fire-Ring Spark Plugs to give your Chrysler owners faster, surer starting, maximum available horsepower, with less fouling.

# New **AC** Extended Shell Fire-Ring Spark Plugs CHEVROLET-APPROVED

AS IMPORTANT SERVICE OPTION FOR CUSTOMERS  
REQUIRING SPECIAL DUTY SPARK PLUG PERFORMANCE!



**YOUR BEST ANSWER** to customers requiring *special duty* spark plug performance is the new and revolutionary AC Extended Shell Fire-Ring Spark Plug. Developed by AC Ignition Engineers, the new AC Spark Plug combines the outstanding features of AC's famed Extended Tip design with the AC exclusives of an Extended Shell and new Knurled Center Electrode.


**THE NEW AC EXTENDED SHELL DESIGN** assures your customers top engine performance in extreme driving conditions. The new AC design positions the spark plug deep in the Chevrolet engine's combustion chamber. This location automatically provides more turbulence which increases the scouring and scrubbing action on the insulator tip to keep it free of fouling deposits. The new AC Knurled Center Electrode multiplies the sharp points at the gap to provide faster, surer Chevrolet starts under extreme conditions.

**ALL AC EXTENDED SHELL FIRE-RING SPARK PLUGS** have been thoroughly tested and performance proved in AC's Testing Laboratories, on the General Motors Proving Grounds, and in exhaustive road tests covering hundreds of thousands of miles, and under all extreme driving conditions.

## COMPARISON PROVES ADVANTAGES!



- Note how the ordinary plug's excessively long ground electrode burns away. This causes power-robbing flash-over and poor spark plug performance due to gap growth. Insulator protection, too, soon breaks away.
- The new AC Extended Shell Fire-Ring Spark Plug's shorter ground electrode reduces burning and break-off during extreme temperatures. The insulator tip is shielded during starts and protected against drowning after false starts. Insulator protection remains intact . . . continued superior performance is assured!
- Recommend and install new AC Extended Shell Fire-Ring Spark Plugs to give your Chevrolet owners faster, surer starting, maximum available horsepower, with less fouling.

AC SPARK PLUG  THE  
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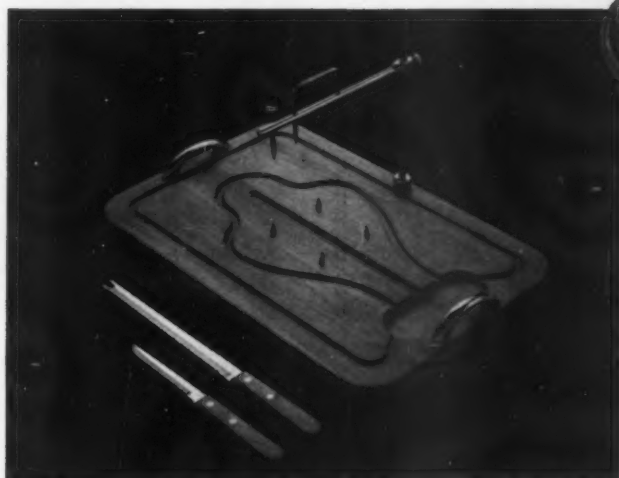
## AC SELLING SLANT OF THE MONTH!

MONEY-MAKING FACTS FOR DEALERS

get a  
**larger  
slice**  
of the fuel pump  
market!



**FUEL PUMPS**



- Include \$8.70 with your order of any 6 AC Fuel Pumps and the FPM-58 promotion and you will receive: The AC Carve 'n' Serve Set and an extra AC Fuel Pump.
- Sell the extra AC Fuel Pump and you will automatically recover your \$8.70. Your profit on the extra fuel pump pays for the promotion package. The AC Carve 'n' Serve Set becomes yours—at no charge!

### SELLING AC FUEL PUMPS IS PROFITABLE BUSINESS!

Right now, during this AC Fuel Pump Promotion, you have an opportunity to gain the extra profit of this outstanding, highest quality AC Carve 'n' Serve Set! Ideal for the girl in your life who will appreciate the sturdy 12-by-18 inch hardwood Carve-Serve Board with adjustable chrome holder, chrome carrying handles, and rust-proof aluminum spikelets for anchoring meats.

The Slicer Fork and Boning Knife included in the set are of the highest quality, hollow-ground stainless steel and Superwood. Both feature scalloped blades that will not chip or scratch.

Actually, the dressing for your holiday turkey will cost you more than your cost for this tremendous Carve 'n' Serve Set value. The figures prove it!

**ORDER FPM-58 DURING THIS HOLIDAY AC FUEL PUMP PROMOTION!**



C. Lee Hollenshade, III and his family enjoy life in their fine (mortgage free) home.

**"We've had 20  
years of security  
and good living  
with Texaco"**

That's the feeling of C. L. Hollenshade, Jr. and his son, Lee, III who operate a modern 3-bay Texaco station in Towson, Maryland.

The elder member of the father-son team had a good job back in 1939, but wanted to be his own boss and be assured of a solid future.

"Going with Texaco was the greatest move of my life," he says. "We started with a small station that had no lube bay. Today it's a modern, 3-bay station that keeps nine men busy."

The Hollenshades' formula for success is to sell only the finest quality products, and to give good service to their customers.

"Texaco's big advertising program is a definite help in getting new customers," they say. "We like the Texaco people, too. From the salesman to the division manager, they are sincerely interested in our success, and give us a lot of sound merchandising advice and help."



### Why there's a solid future with Texaco

Here are 6 reasons why Dealers and Distributors grow with Texaco:

**1** *The best* petroleum products, known and accepted by car owners nationwide. Continuous research and development insure that Texaco will always have outstanding products.

**2** *The best* and biggest national advertising program . . . constantly selling Texaco Dealers to car owners everywhere.

**3** *The best* point-of-sale and direct mail promotional material to help

bring in motorists and bring them back!

**4** *The best* customer credit card—in fact, the only petroleum credit card honored under one sign nationwide.

**5** *The best* retailer policy—Texaco helps its Dealers to market nationally-advertised and accepted TBA products.

**6** *The best* opportunity to cash in on touring business. Texaco customers at home like to stop at Texaco stations when on the road. You have more than 40,000 Texaco Dealers in the U.S. and Canada helping you.



C. L. Hollenshade, Jr. and son, Lee, III get profitable bonus business from out-of-state motorists who are Texaco customers at home. "They carry Texaco Credit Cards, and always stop at Texaco stations when traveling," the Hollenshades say.



**There may be** an opportunity for you to have a solid future with Texaco. Investigate — send this coupon to:

SALES MANAGER  
TEXACO INC.  
135 E. 42nd Street, New York 17, New York

I would like to get complete information about the possibility of teaming up with Texaco as a ☐ Dealer, ☐ Consignee, ☐ Distributor. (Please check.)

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

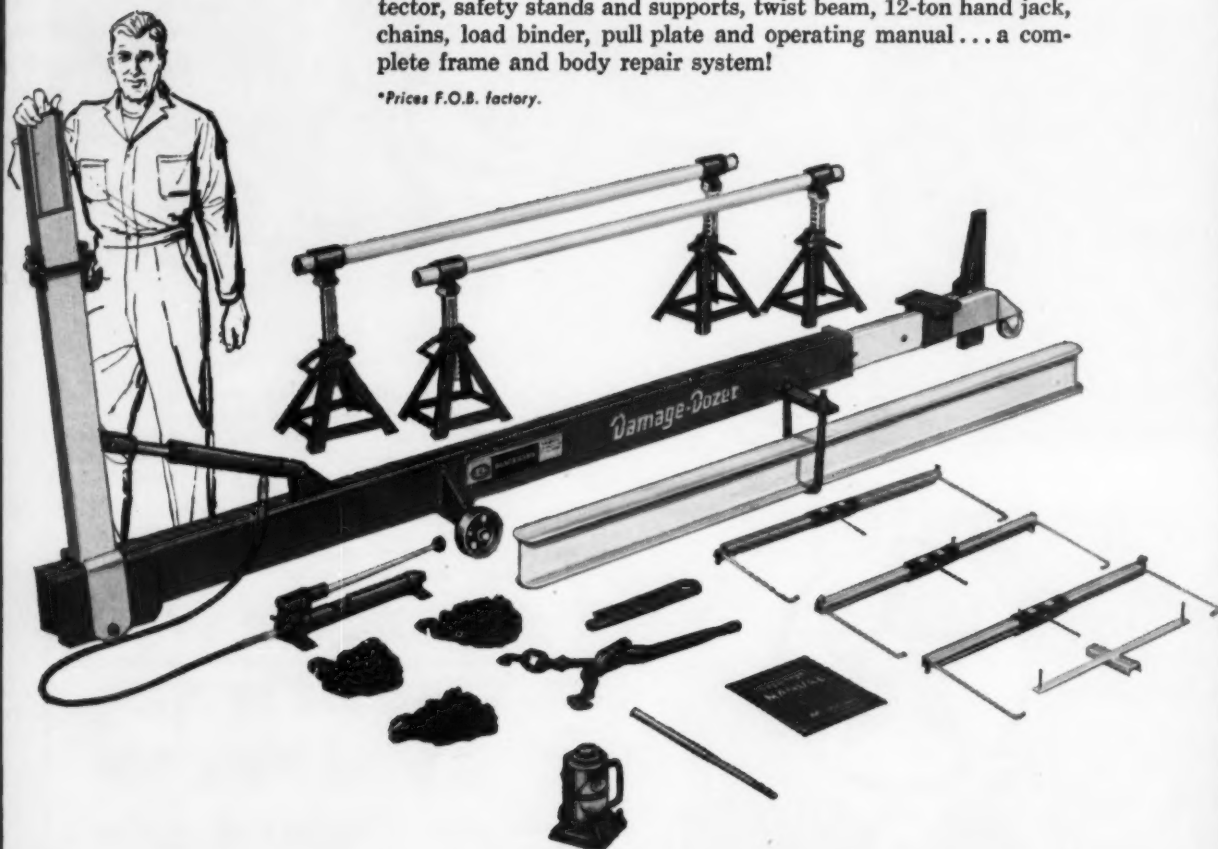
**Sell the best . . . sell TEXACO**

# Repair both frame and with \$869\* portable

## A COMPLETE SYSTEM ... no hidden extras!

You're in business the minute your Damage-Dozer is set up. \$869\* brings you all equipment illustrated — Assortment EK-60. Included are Porto-Power hydraulic unit, gages, diamond detector, safety stands and supports, twist beam, 12-ton hand jack, chains, load binder, pull plate and operating manual... a complete frame and body repair system!

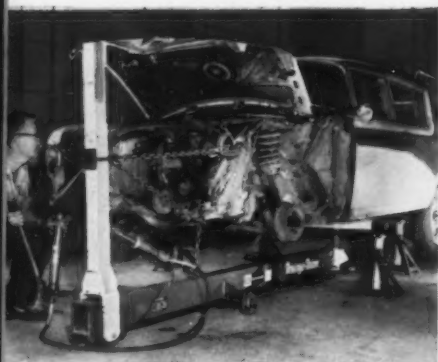
\*Prices F.O.B. factory.



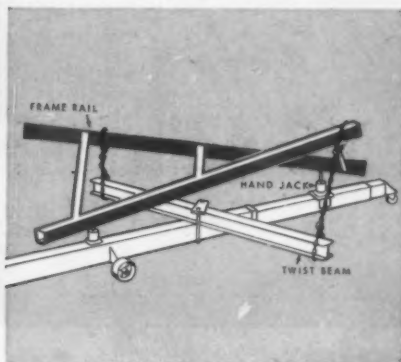
# body at one time

# Damage-Dozer

Now you can expand for more profit  
without altering your shop layout



**HANDLE 'EM ALL — UNITIZED BODIES . . . FOREIGN CARS.** Come what may in frame and body design, you'll be ready with the Damage-Dozer.



**LICK ALL DAMAGE — INCLUDING TWIST.** Damage-Dozer does any repairable frame job — even difficult "twist" like this with the exclusive Blackhawk Twist Beam.



**LEARN IN YOUR OWN SHOP.** Illustrated manual shows all types of damage, gives step-by-step directions to make any repair. All your men can learn to use it.

**TOOL UP** for the growing repair problems of today's car designs. With Damage-Dozer, you can align any body and frame together. Important, too, you can make frame repairs anywhere — inside the shop or out. And when not in use, the Damage-Dozer can be tucked away in a 2' x 12' area. No workspace tied up!

Makes for good customer relations as well. You're able to furnish an immediate estimate — return the car without handling and haulage delays.

See your Blackhawk Collision Headquarters Jobber to arrange a trial *in your shop!* Prove to yourself how this production tool makes money for you.

Available on Blackhawk's pay-as-you-earn plan for as little as \$39.95 per month! Let your Damage-Dozer pay for itself out of additional profits.

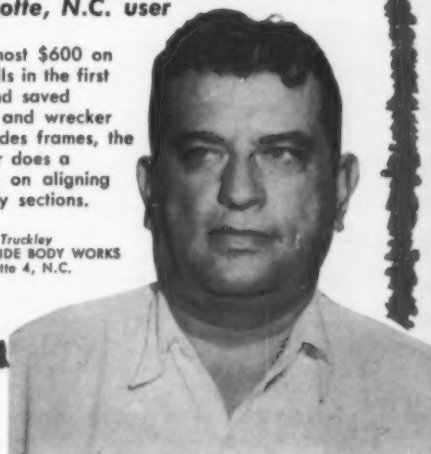
## **BLACKHAWK®**

BLACKHAWK AUTOMOTIVE DIVISION  
Dept. P-4-129, Milwaukee 46, Wisconsin

### SAVED \$600 FIRST MONTH says Charlotte, N.C. user

We saved almost \$600 on frame shop bills in the first month . . . and saved a lot of time and wrecker expense. Besides frames, the Damage-Dozer does a wonderful job on aligning damaged body sections.

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EASTSIDE BODY WORKS  
Charlotte 4, N.C.



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Top Automotive Lines*



*See Our Representative*

**HIRSIG - BRANTLEY CO.**

AMERICAN NATIONAL BANK BLDG.

JACKSONVILLE 7, FLORIDA



Station operator Chape Chapin points to TV camera which "watches over" station exterior.



The monitoring receiver is behind the wall shown at left, in the apartment of Chapin's mother. It's in operation 24 hours a day.

## TV Monitor Streamlines Station

A SERVICE station manager in Dallas, Texas, found himself suddenly demoted recently to "assistant manager" because he forgot that the unblinking eye of a closed-circuit television camera had reported his irregular movements.

He drove up to the station at 6:45 a.m.—which was 15 minutes early—unlocked the door, "clocked himself in," then locked up and departed. He was gone for 30 minutes before he returned to again open the station, for the day, at 7:15, which was 15 minutes late.

Perhaps he thought that at such an early hour his irregularity would not be observed, for he knew full well of existence of the CCTV, which has its eye focused on the station for 24 hours a day. And he had been observed and timed by Mrs. Dorothy Chapin, mother of Chape Chapin, who owns and operates two service stations in Dallas.

Chapin installed the CCTV last

By **BARON CREAGER**  
Southwestern Editor

February at a cost of \$1,150, but reports the installation made possible a reduction in manpower that paid for it by last July, or after five months of operation.

"By use of this TV hook-up we were able to eliminate one station attendant at the salary of \$300 a month," Chapin explained.

"Everything that goes on at the station shows here in the office on the 21" screen of what the installation people refer to as a monitor, or receiving set. We leave it on 24 hours a day because, they tell me, it operates better if not turned on and off too often.

"On a number of occasions, individuals have driven into the station late at night, after business hours, and begun looking around. When my mother sees people snooping, she calls police. Maybe we have avoided some robberies,

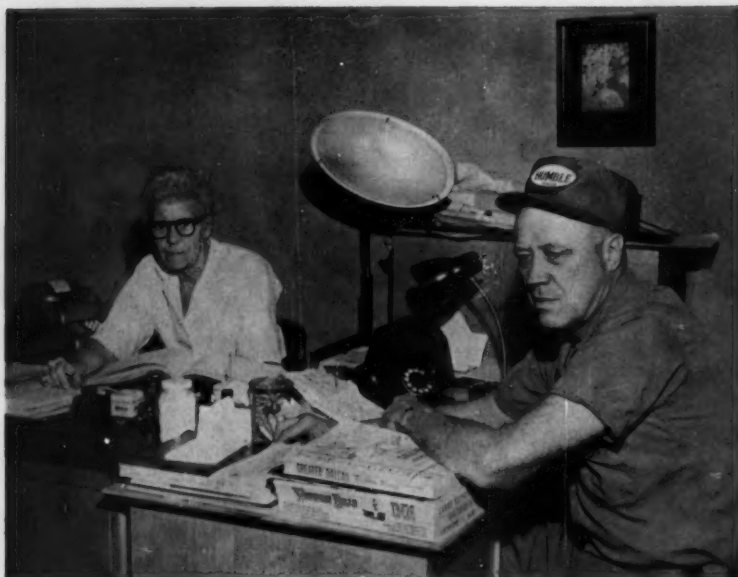
I don't know. We have at least discouraged prowling."

Chapin has found, however, that the greatest value in such a TV installation is more efficient management that produces better service.

"My mother is in the office all the time taking care of the books and other paper business," Chapin continued, "and she practically keeps one eye on the monitor. In fact, our office is a part of her apartment. So whether or not I am in the office—and I do spend considerable time there—she can advise me of developments.

"Let's suppose I am in the office, going over paper work with my mother. Perhaps business has been slow at the station but, suddenly, there is a rush, with four cars at the pumps. My mother's apartment is so close that I can be at the station in 30 seconds to help out.

"Or, I might be at the other station, a mile and a half distant, where we do not have TV. At the other station we might be swamp-



Here Chapin and his mother, Mrs. Dorothy Chapin, who manages the office, give their attention to the recent world series as it is seen on the regular TV set, which is situated beside the station-monitoring set.

ed and need help. I can phone my mother, find out if they are busy at the No. 1 station, and have a man sent to the No. 2 station for temporary duty during the rush.

"All in all, this closed-circuit TV has brought about a great improvement in service and in management. I have learned things about my business I never knew before. Attendants are now much more alert when I am away, knowing they are under observation.

"Sometimes, I suppose, they forget about that TV camera. But I never tried to conceal the facts from station personnel. In fact, after it was first installed, I explained to all employees the various units of the installation and took them into the office and showed them what the screen revealed. Of course, I emphasized to personnel that the basic purpose was to improve service, not spy on them.

"Nevertheless, the observation phase has been quite helpful. In addition to the manager who was demoted to assistant manager, the CCTV exposed two Negro helpers who were not doing their share of the work and they were replaced."

Mrs. Chapin's apartment is situated in a building on property adjoining the No. 1 station, separated from it by a high, brick wall. Atop this wall, the camera is mounted, with its wide-angle lens aimed to take in the station and traffic mov-

ing on the busy thoroughfare it fronts.

The camera is relatively small, modest in appearance. If one drove into the station for service, he would not notice the camera unless it were pointed out.

From camera to Mrs. Chapin's apartment is no more than 100', so there are no leased wires involved and this contributes to economy of operation.

In the office, where Mrs. Chapin wryly remarked that "about all the station hasn't taken over is my bedroom," the monitor, or receiving set, has the appearance of an ordinary set. There are various controls for varying conditions, including accentuated brightness as daylight fails.

It is obvious to one who discusses closed-circuit TV with Chapin that he fairly itches for an installation enabling him to watch both stations from his home. It would put him in management heaven, he believes.

The Chapin residence is at the point of an imaginary triangle, with his two stations at the two bases of the triangle, each about a mile distant from the residence. The second, or No. 2, is a 24-hour station—open day and night. Obviously, two stations thus separated, but under constant observation by TV, would lighten Chapin's load.

"I've made some preliminary inquiries about the cost," said Chape.

"One individual, who is supposed to know something about the cost of leased wires for such a hook-up, gave me an estimate that made me forget the whole thing temporarily.

"Then I asked another man, a telephone man. His estimate was so much lower it gave me a big lift, brought the whole thing almost within reach. But now I am afraid to ask the right people about the cost. I am afraid it would turn out to be reasonable enough, and so attractive that I'd take the plunge and spend all that money."

Here's the service station exterior over which the TV camera "watches." One employe lost his job because of what the tell-tale setup showed.



# Dealer Action Can Step Up the "Net"

By J. MELFORD SANDERS  
Vice President, Hill & Sanders, Inc. (Ford)  
Wheaton, Md.

**M**OST dealers seem to sell in total about \$5,000 for each new car handled, including the new car, one to one and a half used cars, parts, labor, etc., and after paying the factory, the used-car owner and the mechanic, they have about \$650 from which to pay all their expenses and extract a profit.

Now, if they hold their expenses to \$500, then a 3% profit before taxes will result. Therein lies the secret, except (fortunately) there is no secret, for your monthly statement tells you your story.

Many of your expenses are so set you can do little or nothing about them. One, for instance, is your rent, or if you own your building, then your real estate taxes and mortgage interest. Unless you move or "brow-beat" your landlord, there is not much you can do.

My company did move and is collecting almost twice as much rent for the old place (now being used for a different purpose than an auto agency) as we pay for our new and more economically operated building. Of course, moving would not be easy for many dealers.

Taxes, utilities, telephone, depreciation and repairs to equipment and building fall in the hard-to-reduce category. Of course, something can be done. Reduction of inventories, if it can be accomplished without loss of gross profit, will affect taxes and insurance and sometimes rent—when additional space is required because of excess inventory.

The big expense in every dealership is for people, and generally it is 50 to 60% of the total expense. The cost of people is something the dealer has under his control. What you pay the factory for cars and

parts is determined by the factory. To a large extent what you pay for a used car is determined by competition, but how many people you employ, how much you pay them, how efficient they are, depends upon you, the dealer. By "how much you pay" I do not mean necessarily the hourly, weekly pay or commission, but rather what you get for what you pay.

Of one thing I am certain: no dealer can afford inefficient employees. If your competitor gets greater efficiency from his em-

Excerpts from an address before the third annual working conference of the North Carolina Automobile Dealers Association at Raleigh Nov. 13. The speaker is a veteran dealer and has long been prominent in association activities, including important assignments for the National Automobile Dealers Association.

ployes than you do, he can and probably will eventually run you out of business.

The elimination of an extra employee in the office will probably save in salary, side benefits and general expense \$4,000 to \$6,000 per year; a porter, helper, jumpers from \$2,500 to \$3,500; an unneeded assistant manager \$6,000 to 10,000.

Dealers, between themselves, often talk about the need for quality dealers—how the business and the profits would be better if we had quality dealers. There is no argument against that, but just as important and maybe more so is the need for quality employees:

Salesmen that know how to sell and work at it.

Mechanics that know their prod-

uct and take pride to do exemplary work and look for additional needed work.

Stockroom men that do not buy parts that will result in overstock and obsolescence.

Office people who will keep records up to date, accounts collected and work at representing management so as to do their part in maintaining a "happy business family."

So my recommendation to you is to analyze your jobs and review critically those whom you are employing to determine if they are needed or can be eliminated or if their job can be combined with others; whether the person occupying the job is the best one for it or can be improved through talks or training.

There is a great reluctance in most dealerships to weed out the inefficient or to cut off the surplus. No one will do this for you. It's one thing you have got to do yourself. A department head will give you a "whale of a selling" to add an employee but he never suggests that you let a surplus one go. Make this employee review a must at least twice a year.

I like "Stew" Holman's "Formula for Failure" and I think you will too!

1.—Have no well-thought-out plan.

2.—Procrastinate and deviate from plan, if you have any.

3.—Tolerate a lot of untrainable people with the wrong attitude whom you have to carry piggy-back.

I am sure this is thought-provoking in "Stew" Holman's New Jersey, in my Maryland and in your North Carolina and, of course, the reverse will accomplish success.

## A Veteran Dealer Points Out the Profit Road

**Labor costs and handling new- and used-car stock most profitably get a working-over by a long-time dealer with a keen eye on the overhead.**

Now there are many "expense accounts" grabbing for your dollars, like make-ready expense for new-car delivery. It's so easy to put on the amount of help to take care of a big month only to have too much for the average month. Some dealers meet this by having all new cars made ready by flat-rate mechanics at flat rates. In our shop we have just enough make-ready men on straight salary to take care of our *minimum* monthly sales and have the flat-rate men take care of the excess. We follow the same practice on used-car work.

We solved the high costs of supplies and materials used in the body shop by rewarding the men who accomplished savings. Before we make distribution of the labor between ourselves and the mechanics, we deduct the amount of supplies, etc., drawn by the body worker. We do this on his week's work rather than each job.

It works like this:

If the week's charges to the owners total \$325 and the mechanic has drawn \$25 in supplies, etc., at our cost, we reimburse ourselves for the \$25 and then divide the remaining balance of \$300 on a 50/50 basis or \$150 in pay.

Naturally, the less supplies the body worker uses, the less is deducted and more remains to be divided.

We have also helped our gross from paint work by giving our top painter 65% of all paint charges and he furnishes all labor, including helpers, all paint and all supplies. Now, he has two definite interests: one is to see that we bill the proper price for all paint work, and, secondly, to keep costs low because he is paying them. He averages two or three hundred dollars a month more under this system than he ever did before and, naturally, is very happy and we make 35% of gross sales which we never did under the old system.

One of the really big costs today is the side benefits given to employees other than salary, i.e., va-

cations, increased social security, life insurance, hospitalization and surgery insurance, increased number of paid holidays and use of cars or furnishing of overalls, etc.

We have met to some degree (but by no means equal to the current cost) these new costs by getting away from the percentage plan on regular repair work and substituting a plan to pay the competitive \$2.50 per factory flat-rate hour and charging \$5.50, thus giving us 50¢ per hour to apply toward side benefits.

The increased cost of handling small parts—ordering, storing and issue—of those selling for less than 25¢ is partially compensated by having a 25¢ minimum.

### Shrinking Insurance Costs

Liability, compensation, fire insurance and other insurance, including fidelity bond, run into so many dollars that a dealer does well to analyze this cost at least once per year. We have reduced our over-all cost by eliminating some coverages like plate glass where we could take the risk ourselves, there not being too much dollar risk involved. We have also used deductible coverage when the reduced coverage would bring in a large enough saving. And in every instance we either deal with an insurance company who will pay us regular brokerage (we have the necessary license) or with a mutual company whose dividend is large enough to give us the low net premium.

Interest, particularly floor-plan interest, is a large cost in most dealerships. Many dealers are carrying sizable bank accounts and yet they floor-plan their new cars 100%. There are several moves that can be used to cut this non-productive expense.

1.—If funds will permit, do not floor-plan any car or truck until after you have had it two weeks. Many of your receipts are sold prior to arrival and some others within the two-week period.

A drafting plan can be worked out with your bank or finance company.

2.—Study your market, including your customer buying habits, and only order for stock those units which you believe will have a ready sale. Other dealers will be glad to let you have an old piece if they have it or you can get it as fast as anyone from the factory if there is none in any nearby dealers.

3.—Push for fast new-car stock turnover. Display your stock and sell from it. Be concerned about new cars that are more than 30 days old.

Advertising of all types is expensive nowadays, so you want to make sure that you are getting real advertising value for every dollar spent. No one knows the real character of your business like you do. Nor does anyone have quite the feel of what has to be done to deal these days like the dealer himself or his sales manager.

So why leave your campaigns to someone else like a news or radio station representative who will willingly fill in your space or time but has so much other work to do that he can't consistently be your "idea man."

Look regularly at your make-ready expense as compared with your free service. These figures contain real signals. If your make-ready is very high and your free service very low, maybe you are wasting dollars in make-ready. If the reverse is true, your work may not be complete or may otherwise be too hurried. The same analysis applies to used cars and service work.

Check all of your yearly contracts; see if you need them; see if they are competitive. That goes for:

- 1.—Advertising contracts.
- 2.—Grease and oil contracts.
- 3.—Sign contracts.
- 4.—Overalls, window cleaning, office equipment maintenance.

(Continued on page 61)

# Building Shop Volume by Pushing a "Special"

WHEN a man opens his own garage in a small town, he is faced with a lot of problems, including how to induce car owners to switch from their accustomed source of service to a new place.

When Louis Semore, Eagle Lake, Texas, opened his City Motor Co. in May, 1958, he was faced with this situation. He successfully overcame it and has built an annual volume of \$40,000 by two definite steps:

First, he selected a service that most cars need and made a feature of it.

Second, he worked out a remuneration plan for mechanics that has made them excellent sales help in promoting more business and particularly in stepping up additional business from customers who are attracted by the featured specialty.

The specialty is a tune-up job at \$6.50 on all but the top four larger cars.

Semore chose this particular item because nobody else was featuring it locally and because sooner or later every car needs a tune-up.

He promotes the specialty through regular advertisements in the local weekly paper and by personal contact. All advertising stresses that the advertised price of \$6.50 is for labor only, that needed parts are extra.

Semore's records show that the average tune-up actually brings in about \$25, rather than the basic \$6.50. The difference is represented in the sale of spark plugs, breaker points, other parts and additional labor which the tune-up job revealed to be needed.

"Our mechanics are cautioned not to recommend additional parts and work not actually needed," Semore stressed. "And they also are told that unless they point out these additional needs to the customer, he is not going to be satisfied with his flat-rate tune-up job. When a man brings his car in for the tune-up job and his plugs are

bad or the breaker points need replacing, he must be told about these things or he is going to assume that we did not do a proper tune-up job, because his engine still does not perform as it should. This is extremely important, in using a flat-rate tune-up deal as a leader."

Semore developed his business in the early months of the operation through personal contacts. He formerly was service manager for a local car dealer and through his contacts he knows most car owners in the 3,500 population community. Knowing most service prospects, he solicited customers on a "selective" basis.

He telephoned and called personally on only those whose credit was good and who were not chronic fault-finders. In these contacts, he stressed his tune-up job deal, but also mentioned that the shop did general repairs and had a brake service department.

These contacts developed a steady and growing truck service business, and his willingness to service trucks at night helped also.

He credits his remuneration plan

for mechanics for contributing definitely to the program of building business through featuring tune-ups.

He employs three mechanics, including one helper. He also utilizes the services of two part-time men who are paid on a flat hourly basis.

The mechanics draw guaranteed weekly salaries, charged against earned commissions. The man receives his guaranteed salary regardless of the volume of his work. However, when his labor doubles the amount of his salary, he automatically goes on a bonus deal. Under this, he draws 50 per cent of all labor he performs above double his guaranteed wage. The bonus is paid monthly. However, if a man falls under the quota automatically established by his salary, he is not penalized the next week if he earns a bonus.

The men generally earn a bonus every week, and the draw at the end of the month averages from \$25 to \$75 per month.

"Under this plan," Semore pointed out, "the mechanic is not worried about his earnings. He knows he is to get a specific amount at the end of the week, even though business may be slow and he is below his quota. That is an inducement to take more time and exert more effort to do every job the very best it can be done, because he does not figure his own earnings on each job."

"Because each man can work leisurely and do his job thoroughly (Continued on page 71)"

Garageman Semore is busily at work at his favorite job—tuning up a motor and spotting other work. His \$40,000 volume a year has been built up on a tune-up special which often will average out to around \$25.





A modern vacuum cleaner is the only means of removing dust and particles from wells in the rear seating of many of today's automobiles.

## Vacuuming Sucks in Sales

**"I**F YOU'LL pull off to the side over there, I'll vacuum that shell dust off the floor mat and cushion," the attendant said to the new Benes customer. "A whisk broom won't get the stuff out completely."

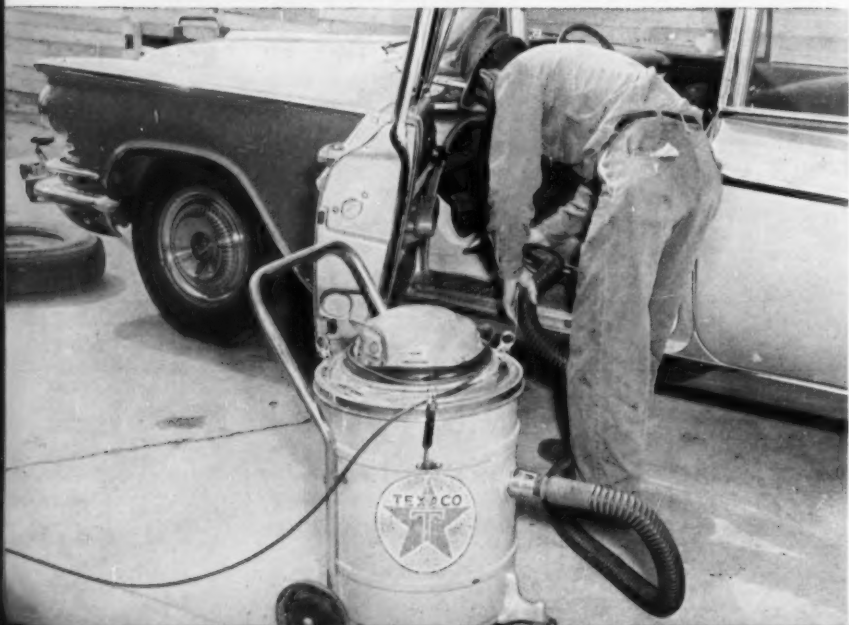
The ramp was not busy and the attendant took ample time to vacuum the floor and front-seat cushions.

"That's something new to me," the customer remarked. "Kind of makes me like the town better."

It developed that the car owner had just moved to town, and it developed later that he became a regular Benes customer.

The case is an example of how L. B. Benes' Texaco Station, Port Lavaca, Texas, uses regular vacuum cleaning to build more station

Doing this regularly has been credited with being a big assist in more than trebling the sales volume at this service station in Texas.



volume and make regular customers out of occasional drop-ins.

When Benes acquired the station six years ago, it was selling only about 7,000 gallons of gasoline a month, with other services and sales in proportion. Today, the gallonage is 25,000 and more per month, and oil, wash and grease volume has climbed in almost the same proportion.

He credits his policy of making liberal use of his two vacuum cleaners with a definite factor in the rapid growth of the business.

The first major step by Benes after taking over the station was to buy a vacuum cleaner, because experience and observation had taught him that a cleaner can be made a distinctive asset in building good-will and new business. Only two other super-service stations in town had cleaners at the time.

The Benes station utilizes the vacuum cleaners in two ways,



Benes explains to customer how his station uses a vacuum cleaner on all wash-grease jobs and the importance of vacuuming the car.

both of which definitely build good-will and aid in increasing business.

First, a wash-grease job automatically includes a complete vacuum treatment. This means not only cleaning all dust and accumulation from the floors but from all upholstery as well. As soon as wash-grease customers saw that their cars were getting the vacuum treatment, they made a point of bringing their cars back to Benes for washing and greasing, in order to have them properly cleaned in-

(Continued on page 74)

# How Our Station Does \$12,000 a Year in Tires

By **JOSEPH L. JARBOE**  
Co-Partner, Capitol View Service  
Washington, D. C.

**W**E LOOK for tire wear on every car driven in here for service or repair.

Every eight out of ten customers talked to about the smoothness appearing on their tires, cuts or inside wear are concerned enough to ask for the possibility of repair or a replacement.

We stress safety, economy and often reduction on wear and tear of automotive parts where tires are good and working as they should.

Every tire sale sells a wheel rotation, balance and front-end alignment. Here again, we point out that if the customer is to get his money's worth out of his tires, they must be in balance and operating as they should.

We do an annual \$12,000 volume in tires. And that is despite the mail order house, chain or discount operation.

Our chief source of tire sales is our shop. The customers who entrust the repair of their cars to us, and expect us to keep their cars in sound running condition, listen attentively when we discuss tires.

Here's an example: one customer

**A stock of 130 tires in three grades of tube type and two grades of tubeless affords a wide selection for the trade.**



who has lubrication done regularly with us was shown by our mechanic that his tire had an air bubble, an egg-shaped swelling, in it. A man very fastidious about the condition of his car, he was readily sold on a replacement. This brought a sale of \$60 for a premium tire.

When the customer is not present, we still make a note on his repair order that tires need attention because they are worn smooth.

We may call him up, as in a recent instance where we explained smooth tires were not safe. The telephone call brought the cus-



**Jarboe reviews differences in tires for a prospect. This display has created interest in tires.**

tomer to us ready in mind to replace them. A sale of \$120 in tubeless tires resulted.

Capitol View carries a stock of about 130 tires—three grades in tube type and two grades in tubeless. We do not consider it good business to handle recaps or vulcanized tires. There is a good market for used tires where tread is too worn. These are sold to a recapper for \$2.50 or a little more, depending on tread wear. This tire



**"Do you see that tire wear?" the author asks this customer who had come in only for repair of brakes.**

sale of \$3.50 or \$4.50 is pure gravy that supplements the profit you make on a new tire. Little labor cost is involved because it takes only a couple of minutes to mount it.

A vulcanized tire with a tube would cost a customer about \$10, but could not bring any satisfaction, because there is not enough wear in it. Moreover, it is unsafe and might require some adjustment within 100 miles. Loss of good-will would not be worth its sale.

We buy our tires monthly. Once a year when our supplier puts on a tire special giving an extra 10%, this station invests about \$3,000 in its five lines. Tires are displayed on the island, in front of the showroom window in a sidewalk display, as well as in the showroom itself. We never promote tires by handbill or direct mail. We approach customers as we detect tire wear on individual cars.

Because tires, like other things in life today, have become so complex, my partner and I, Donald R. Koop, school ourselves in the features of tires. We are the specialists in tires, and any attendant or mechanic discovering tire wear refers the customer to us.

We have found this the best approach to so complex a subject as tires. While we are at it, we try to educate the customer to tires in general, how to note tire wear, how to avoid tire wear and get the

*(Continued on page 68)*

# Seven "Tests" for Credit

Losses average two per cent at this garage operated by a former dealer whose shop volume of \$100,000 a year was built on "credit."

By RUEL McDANIEL

**A** GARAGEMAN who has built his annual shop volume of \$100,000 on extending credit offers these warning "signals" when a new prospect for credit enters your shop:

**1.** Look at his shoes. They tell a great deal about him. If they're flashy, with loud tones, better go slowly. If they're conservative, that's a point in favor of credit.

**2.** Does he happen to carry his handkerchief in his side pants pocket? If so, better watch out.

"My grandfather back in Georgia told me about that one," said Francis E. Mattox of Mattox Motor Co., Alice, Texas, "and I don't think it has ever been wrong."

**3.** Does he have a lot of tattoos? There are exceptions, of course, such as a youngster going into the Navy and feeling that a trip to the tattoo artist makes him a seasoned sailor. But otherwise a man with a lot of tattoos is not a good credit risk.

**4.** Look with suspicion upon a man who carries change in his billfold. Look with equal skepticism if he carries it in his watch pocket.

**5.** Go slow with extending credit to a young man who has a pipe in his mouth and constantly pulls on the stem when he talks.

"I let my guards down on one of these last year," Mattox said, "and, sure enough, he helped to make up that two per cent credit loss which we have averaged by our credit extension policy."

**6.** "Beware the man who turns his back to you when he takes out his billfold," Mattox said. "That means he is of a suspicious, distrustful nature. A man who doesn't trust others isn't to be trusted."

**7.** Finally, be doubly cautious in granting credit to the stranger who won't look you straight in the eye, Mattox said. That means he may have a feeling of guilt and subconsciously fears that you will see through him—and his guilt.

This Texan admitted that maybe some of his pointers were a bit off in left field.

About three years ago Mattox disposed of his car dealership and remodeled his building into an independent garage. From his experience as a dealer with a service department, he felt that if he expected to build a profitable independent service business he must offer something that the car owner could not get just anywhere. So he started promoting credit business.

"It has been the backbone of our business," he declared, "and the longer we operate, the more we see the need for credit to the average car owner. The way people are buying on installments nowadays, the average man hasn't enough cash on hand to pay for a sizable service job, all at one time. We accommodate him, and he shows his appreciation by coming back, and telling his friends about us."

The company does better than \$100,000 service business annually. Credit losses are a little more than two per cent. Mattox admitted that he is not satisfied with that loss figure.

"But," he explained, "if we tightened our requirements to reduce the loss, we would reduce our volume in greater proportion than we reduced credit losses."

Doing business on credit without damaging loss, Mattox has found, depends mainly on two things:

First, make reasonably sure, at the time credit is requested, that the car owner is willing and able to pay when the account is due.

Second, if he becomes delinquent, don't allow him to forget his obligation.

Oddly, Mattox relies comparatively little on the accepted sources of credit information available on a proposed new customer.

(Continued on page 54)

Garageman Mattox studies invoices at his shop, whose exterior appears below.



# JIM MOORE:

## Dealers' Champion

Where did he come from?  
Where does he want NADA  
to go? This interview tells.

By **BARON CREAGER**  
Southwestern Editor



This former window washer, shown here addressing the annual convention of the Oklahoma Automobile Dealers Association, reports dealers optimistic. He expects dealer-factory harmony.

**T**HAT young man from South Carolina who is executive vice president of the 23,000-member National Automobile Dealers Association once washed windows by day so he could study textile engineering by night.

That was in 1933, in the darkest hour of the depression, after James C. Moore had graduated from high school and migrated to headquarters of the great Cannon mills in North Carolina.

"In those days," he explains now, "you took any job you could get," and anyone with sufficient age to recall that depression will agree.

Having been reared in an atmosphere of textile manufacturing, it was only natural for him to gravitate to the roar of the looms, but he studied textile engineering with his fingers crossed. For there was that nagging ambition from boyhood to get into government work in Washington, so he had filed application for civil service appointment.

There had been offers from the Civil Service Commission, too, but Jim Moore had not responded. By now he was weaver in a mill and he couldn't quite make up his mind to give up textiles. Then, in 1937, came another offer from civil

service. In substance, it informed him this was the last offer. Either accept and come to Washington, or else.

So Jim Moore became a messenger for the government printing office, but had developed an ambition for the law and, at first opportunity, became messenger for the Department of Justice, studying law at night. He graduated in 1942, passed the bar examination, eventually became a trial attorney for the Department of Justice and subsequently moved into NADA as chief counsel.

As of this interview during the OADA convention in Tulsa, Okla., where he was featured speaker, he had been in the saddle for six months as executive vice president of NADA. Half of that time had been spent in airplanes and conventions away from home and in long distance telephone conversations, all of which produced the opinion that new-car dealers are currently enjoying a great rise in morale.

"Dealers have experienced a complete uplift in morale and enthusiasm," he specified.

"They seem determined to do a better job, are reasonably pleased with the new products and most of them are excited about the new compact cars.

"But there are a few—as would be expected—who have already started bootlegging compact cars and discounting them—in other words, making distressed merchandise of these compact cars."

Later that day, Moore told  
(Continued on page 66)

The \$2,000,000 NADA building in Washington, including a big addition now being completed, houses the NADA staff. The expanded facilities will be ready for members' inspection at convention time next month.



What happens before, during and after the arrival of the organizer? The vice president of the first dealership to be organized in the Southeast—one of the biggest Chevrolet dealerships in the region—answers. And he tells what might be done to stave off the union.

# When the Union Comes---

**O**UR great ports have been paralyzed. For over three months, the steel hearths have been cold. Because of this, in some 750,000 homes the bread winner has been idle.

Now, it is easy to blame somebody else. Passing the buck is an old, old game. Meanwhile, we all lose.

The real victims of this mistaken struggle for power in this country are the strikers. Labor, organized at the national level, has been seeking far more than the rights of labor. It has been seeking, through its leaders, who are lustful for power, political control of the nation, as well as, in some instances, a new system for America which would wipe out the existing system. Labor has been plagued by the boundless ambitions of the men who have obtained control of it through the riches of dues.

Now, just what are the sins of management or ownership? Where is its greed, its exploitations?

This is no longer a legitimate question. Management has not been management of that sort for many years. It has been too often docile, forbearing and entirely too quick to accede to labor's demonstrations of power. The situation has been reversed. Management has become the lamb rather than the wolf.

Now, you ask yourselves, what does this have to do with me? I am just a small businessman with only 15 to 25 employees. I'm not large enough for my people to be organized.

If your thinking runs along these lines, I beg you to reconsider. Two great unions, namely, the International Teamsters and the International Machinists, have set aside large sums of money for the single purpose of organizing the employees of the retail automobile industry.

Within the past two years, concentrated effort has been made,

By **ROBERT T. CLARKE, JR.**

Vice President  
Central Chevrolet Co.  
Columbia, S. C.



Complete text of an address at the third annual working conference of the North Carolina Automobile Dealers Association at Raleigh Nov. 13. The speaker has been active for a generation in the dealership, which is headed up by his father, a long-time veteran in retailing cars.

particularly in South Carolina, to organize some of the larger dealerships. Most recently, under the supervision of the National Labor Relations Board, organization elections were held in Charleston, S. C., for five automobile dealerships. In only two elections did the employees vote not to be represented by the union. Although nothing yet has come from the negotiations concerning the other three, it pointed up rather vividly that a determined effort is being made to organize the employees of our businesses in the Carolinas.

Let us examine the means by which such organization usually takes place. A union organizer arrives in town and begins inquiries as to the names and addresses of your employees and, most particu-

larly, the mechanics of the dealership that he is interested in.

He finds out where these men go for coffee breaks or recreation, and he begins to frequent these places. He eventually makes contact and soon becomes friends with one or more of your employees.

Through skillful questioning, he finds out whether or not these men are satisfied with their weekly earnings, their vacations, etc., and also what gripes they have against the company, or against you in particular.

Human nature being what it is, it is virtually impossible for him to find an employee who is completely satisfied with his working conditions.

Using these as a tool, he begins to broaden his activities. He gets his friend, your mechanic, whom, incidentally, you have thought of all these years as *your* friend, to introduce him to other members of your organization, usually in their homes during the evening. In the meanwhile, you sit placidly in your office, never dreaming that good old Joe, or John, or Bill Smith would dream of having anything to do with joining an organized labor union.

Then what happens? Out of a clear blue sky, you are informed, either by telephone or letter, that Mr. So-and-So of such-and-such a union represents certain employees of your organization and would like to come to your office and discuss terms of contract.

If you follow a reaction pattern in this similar to the one we experienced, you will first feel very angry that those good old boys in the shop would do something like this to you. Then you will probably get in touch with your state association and ask for expert help and advice as to what course you are to follow.

After this will probably come a

"I imagine that most of you firmly believe that your employees clearly understand your policies with regards to the items we have discussed. However, I think that if you were to call in a few of these employees and question them, you would find wide differences of understanding or misunderstanding, whichever the case may be."

time of anxiety, strained employee relations and the expenditure of a large sum of money for competent legal advice. Because, whether we like it or not, the federal government has laid down some very stringent rules and regulations governing the conduct of both sides during this period; and whether you beat the union in an election, or whether you are defeated, this experience must be undergone.

We were first approached by the union in December 1957. After going through the experiences I have just discussed, then the matter of attempting to reach a contract began. Up until this particular time, we had had no experience with unions, and frankly knew very little about them.

I only wish that every dealer here might at sometime have an opportunity to witness a bargaining session. I don't know whether you know this or not, but the fundamental aim of a union can be very simply stated: the most money, for the most people, in the fewest possible hours of work. This is their creed, and they make no attempt to hide it from you.

We were fortunate in that when we did finally reach agreement on a contract, we had conceded very little that was not already part of our working conditions policy. This, of course, can be misleading, when terms of contract are easily agreed upon. It may turn out to be a honeymoon contract, which means simply that they have decided to come to terms in order to get your name on the dotted line. If this be the case, you are more than likely in for a rough time when you attempt to negotiate a

new contract the following year.

I have attempted in my own expert way to give you some of the background on what can happen. Now I would like to talk to you about the things you can and must do if you are to avoid infiltration by organized labor. I am sure that, as retail automobile dealers, you have made every effort to see that your employees enjoy better-than-average working conditions.

But have you ever discussed with the other dealers in your town the things that make up these conditions? For instance, do you know how much your fellow dealer pays per hour for unskilled labor? This includes, of course, car washing, lubrication, used-car reconditioning clean-up, janitors, etc. You may find that you pay considerably more for this help, or, in some cases, considerably less than similarly situated dealers.

Do you know what your fellow dealer gives his employees in the way of vacations? I believe you will find in a good many cases that this is a subject on which many dealers are not clear. I have talked with many such dealers who do not have a definite schedule on vacations.

Do your employees receive pay recognition when they are out sick?

What is your position with regards to salary advances?

When a job becomes open within your dealership, do you attempt to fill it from within your present employee group? If so, do you give any recognition to seniority?

Do you have life and hospitalization insurance, and if so, what percentage does the employee pay?

Do you allow your employees to buy merchandise and services at a discount?

I imagine that most of you firmly believe that your employees clearly understand your policies with regards to the items we have discussed. However, I think that if you were to call in a few of these employees and question them, you would find wide differences of understanding or misunderstanding, whichever the case may be.

You know, it's a funny thing, but it has been my sad experience that people hear what they want to hear, not what was actually said.

Right here, let me make one point. Once you have a contract, it will take some of the pressure from you. No longer will there be any misunderstanding about your working conditions. It's in the contract, written out for all to see and abide by. Fortunately, it is not necessary to have a union in order to accomplish this.

My friends, if you are going to continue to run your business and give it the competent management and leadership it so rightfully deserves, without the interference of organized labor, there are some things that you had better do, and you had better do them soon.

When you get back to your dealership, take a good long look at your shop, your parts department, your showroom; yes, and most particularly, take a good look in the mechanics washroom, and at your sanitary facilities. Are these places clean, clean enough, in fact, that you would be satisfied

(Continued on page 64)

"When you get back to your dealership, take a good long look at your shop, your parts department, your showroom; yes, and most particularly, take a good look in the mechanics' washroom, and at your sanitary facilities. Are these places clean, clean enough, in fact, that you would be satisfied to work there? Take a good look at your management, shop foreman, service manager. Are they competent leaders? Are they liked and respected by your employees?"



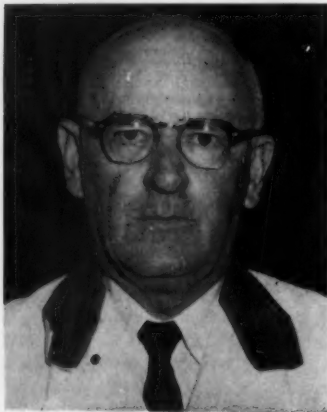
(Jobber section, usually found here, begins on page 100.)

## SERVICE and MAINTENANCE

# Doctoring Valiant's Alternator

**T**HE purpose of the automotive charging system is to maintain the battery in a properly charged condition and to supply current for the car's electrical load.

D. C. is required for battery charging. In the past, D. C. generators have been used for this purpose. However, where the connected electrical load is high,



**By E. M. LOWERY**  
Technical Editor

especially if there is a high electrical load at slow speeds, such as would be encountered in city traffic with radio, heater, lights and other accessories turned on, the drain on the battery would be great. This would require a larger generator with a low cut-in to prevent the battery from becoming discharged. The weight increases substantially in low cut-in generators as well as the cost.

On the other hand, an A. C. alternator can be used that will provide the required output and

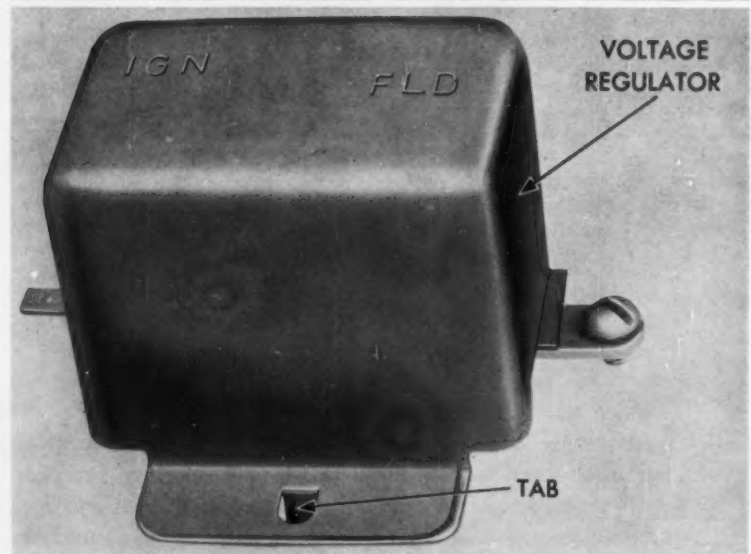
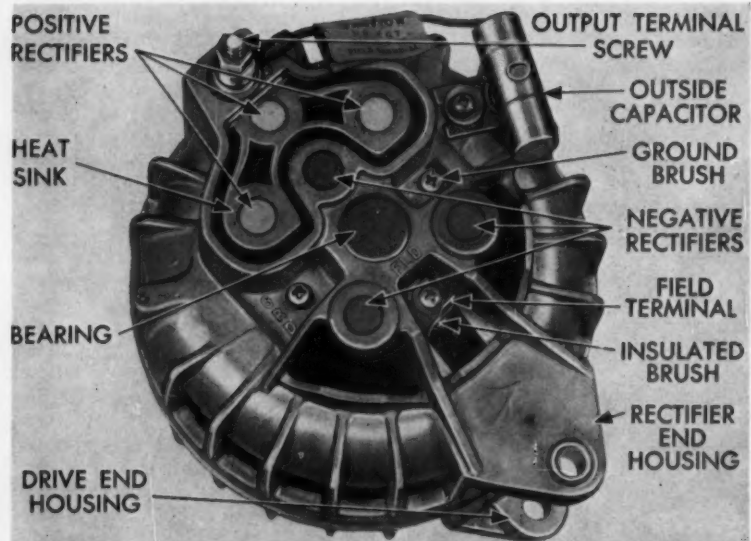


Fig. 1, the alternator assembly, is at top and above is Fig. 2, the voltage regulator of this product expected soon on other '60 Chrysler cars.

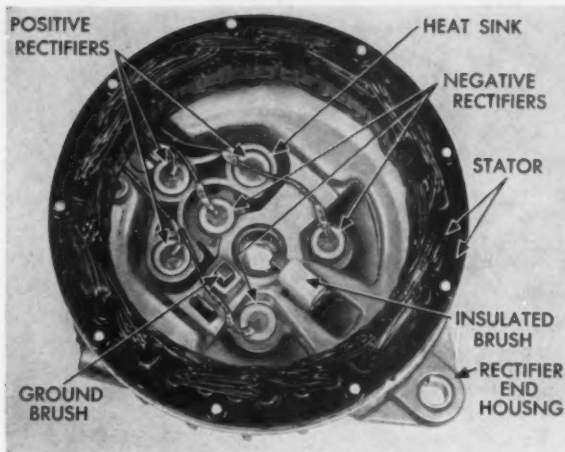


Fig. 3—Stator and rectifier end frame assembly.

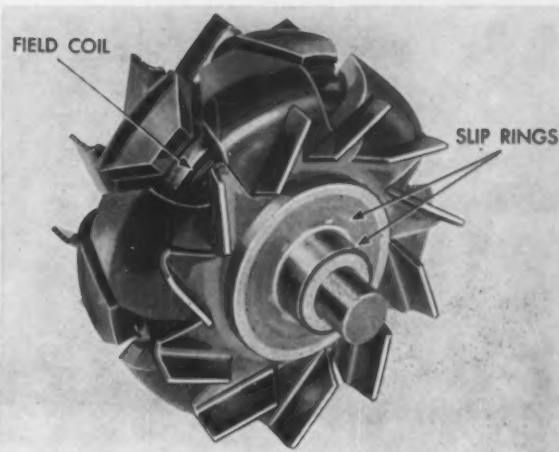


Fig. 4—Rotor assembly.

weigh even less than the standard-equipment D. C. generator.

The Valiant A. C. alternator—expected to be available later on other '60 Chrysler cars—weighs approximately 9.5 pounds less than the standard-equipment D. C. generator. The alternator is designed to provide an adequate output to supply the electrical load of today's cars and still have sufficient current left to maintain the battery even at low-speed driving in heavy traffic.

Service diagnosis and repair:

- 1.—Alternator fails to charge:
  - a. Alternator belt loose.
  - b. Brushes sticking.
  - c. Open charging circuit.
  - d. Open field circuit (refer to paragraph 11a).
  - e. Open in stator wiring circuit (refer to paragraph 11b).
  - f. Faulty soldered connections

at output terminal stud.

g. Rectifiers open in all three phases (refer to paragraph 11b).

2.—Low, unsteady charging rate:

- a. Alternator belt loose.
- b. High resistance at battery terminal posts.
- c. Loose connections.
- d. Poor ground between engine and body ground wire.
- e. Resistance in charging rate circuit.

f. Open stator windings.

3.—Low output:

- a. Grounded stator (refer to paragraph 11c).
- b. Shorted rectifier (refer to paragraph 11b).
- c. Alternator regulator faulty.

4.—Excessive charging rate:

- a. Alternator regulator faulty.
- b. Open rectifier (refer to paragraph 11c).

5.—Noisy alternator:

a. Misaligned belt or pulley, or loose pulley.

b. Shorted rectifier (refer to paragraph 11d).

c. Worn bearings.

d. Rotor shaft sprung.

6.—Regulator points oxidized:

a. Poor ground connections.

b. Improper air gap setting.

c. Shorted field in alternator.

d. High voltage setting.

7.—Burned contacts:

a. Short between regulator field terminal and ground.

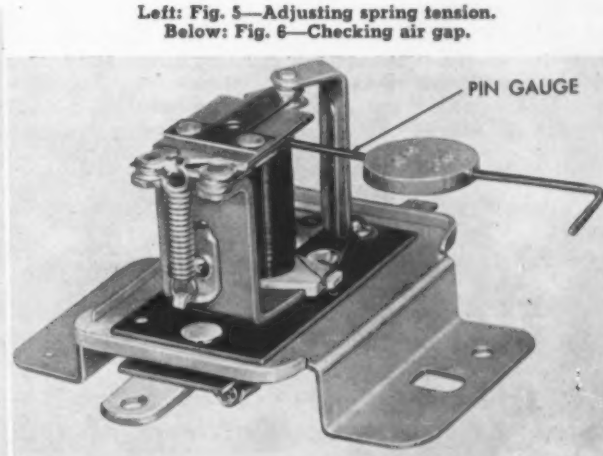
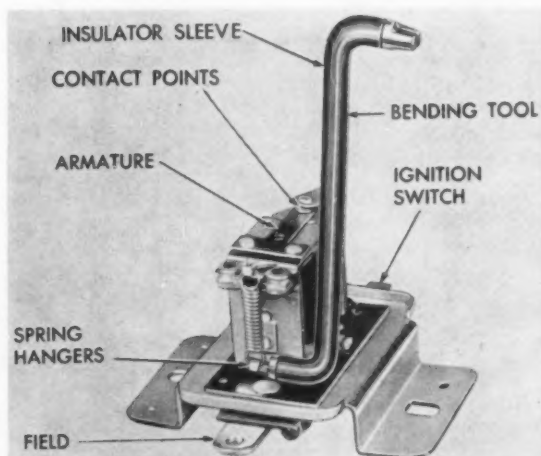
8.—Burned coil windings in regulator:

a. Voltage regulator setting too high.

9.—Voltage regulator points stuck:

a. Poor ground connections between alternator and regulator.

10.—Description:



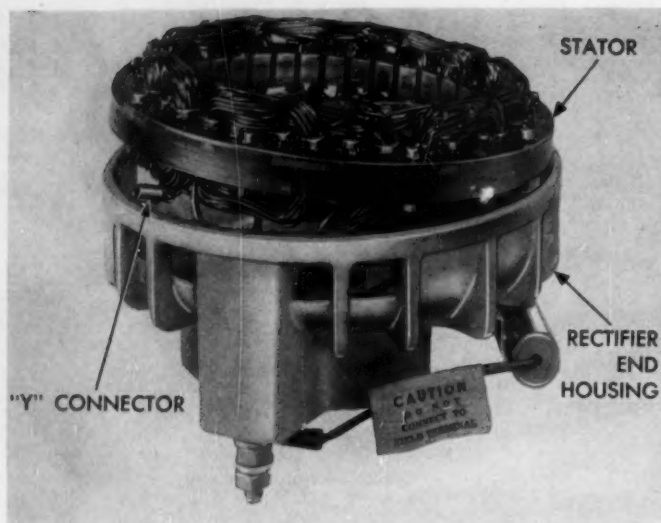


Fig. 7—Separate stator and end frame to expose "Y" connector.



Fig. 8—Removing or installing insulated brush.

The Valiant charging system consists of:

a. An alternator (Fig. 1) that generates A. C. with a rectifier to convert A. C. to D. C.

b. A regulator (Fig. 2) to limit the D. C. voltage.

The main components of the alternator are the two end housings, the stator, the rotor and the rectifiers. The two end housings are held together by three through bolts. The housings are vented at both ends and around the diameter. Cool air is drawn in through the ends and out over the stator windings through the outer diameter vents. The stator assembly (Fig. 3) is sandwiched in between the two end housings.

The rotor (Fig. 4) consists of a

doughnut-shaped field coil encased between two six-fingered, overlapping sections which are the pole pieces. The rotor produces an effective 12-pole rotating magnetic field. The ends of the field coil are connected to slip rings. The battery is connected to the field windings through the brushes and the slip rings.

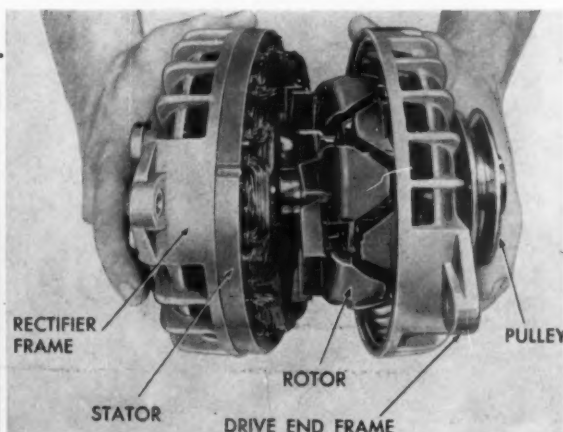
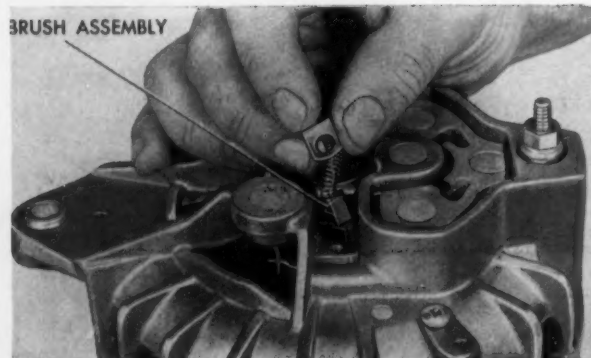
The rotor shaft is supported at the drive end by a pre-lubricated ball bearing. At the opposite end, the rotor shaft is supported by a pre-lubricated roller bearing.

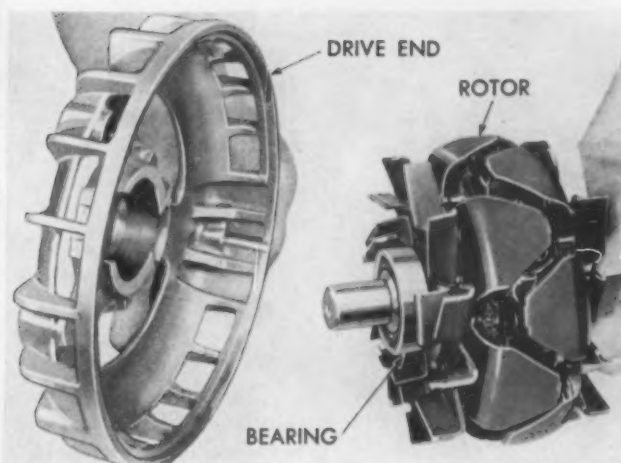
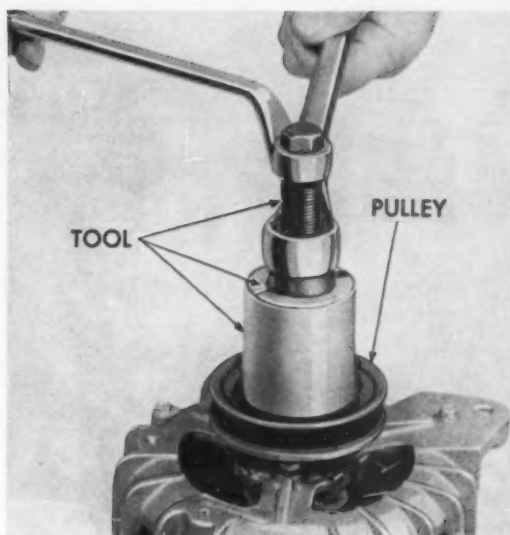
In the alternator, the A. C. is converted to D. C. through six silicon rectifiers (Fig. 3). Three of the rectifiers have negative polarity cases and are pressed into the die-cast aluminum end housing.

These rectifiers are in the ground side of the system. The remaining three rectifiers have positive polarity cases and are pressed into a die-cast aluminum heat sink. The heat sink is electrically insulated from the end housing but has sufficient area to absorb the heat from the rectifiers that are pressed into it.

Silicon rectifiers have a very high resistance to the flow of an electrical current in one direction, but a very low resistance in the opposite direction. Therefore, with the proper polarity, the low resistance allows current to flow from the alternator to the battery. The high resistance prevents current from flowing from the battery to the alternator.

Below: Fig. 9—Removing or installing ground brush.  
Right: Fig. 10—Separating drive end frame and rectifier frame.





Left: Fig. 11—Removing pulley.  
Above: Fig. 12—Separating rotor from drive end housing.

Because of the high resistance which does not allow current to flow from the back through the alternator, no circuit breaker is required as on a D. C. generator. An alternating current is transformed by the rectifiers and flows into the battery circuit as direct current.

**Caution:** Always be sure the negative post of the battery only is connected to ground when installing a battery. A battery that is installed and connected backwards may result in burning out the rectifiers.

11.—Testing the alternator system (installed in vehicle):

With the battery fully charged and in good condition and engine at normal operating temperature, proceed with the tests as follows:

**Caution:** Never ground the field circuit between the alternator and the regulator as this will result in damage to the voltage regulator.

a. Charging circuit resistance test:

(1) Connect a D. C. ammeter which will read a minimum of 40 amperes in series with the alternator D. C. output terminal and the D. C. output lead which was disconnected from the alternator.

**Note:** The ammeter leads and the test ammeter must be in good condition and all connections should be clean and tight.

(2) Connect a D. C. voltmeter positive lead to the D. C. output lead that was disconnected from the alternator and the voltmeter negative lead to the battery posi-

tive post.

**Note:** A voltage drop test across each connection will locate any bad connections.

(3) Start the engine and adjust the engine speed to produce ten amperes from the alternator. The voltage reading should not exceed .2 volt. If there is higher voltage drop, clean and tighten all connections in the charging circuit and recheck charging circuit resistance.

b. Current output test:

(1) Disconnect the field lead at the alternator and the regulator.

(2) Install a test D. C. ammeter in series with the alternator D. C. output terminal and the wire disconnected from the alternator D. C. output terminal.

(3) Connect a jumper between the D. C. output terminal and the alternator field terminal.

(4) Connect a carbon pile rheostat across the battery.

(5) Connect a voltmeter positive lead to the alternator D. C. output terminal and ground the voltmeter negative lead.

(6) Install a tachometer, start

the engine and adjust the engine speed to 1,250rpm. The current output should be 28 amperes minimum output at 14.6 volts.

Adjust engine speed to 2,200rpm. Output should be not less than 33 amperes at 15 volts. If output is over 40 amperes, a rectifier is open. If output is under 33 amperes, a rectifier is shorted.

c. Voltage regulator setting test:

(1) Connect an ammeter in series with the alternator output terminal (Bat) and the wire disconnected from alternator D. C. output terminal.

(2) Connect a D. C. voltmeter positive lead to the alternator D. C. output terminal and ground the voltmeter negative lead.

(3) Start the engine and adjust the engine speed to 1,400rpm and ammeter reading to ten amperes. Operate for 15 minutes to stabilize the temperature (cover in place). With the alternator and regulator operating (temperature stabilized), read the voltmeter. The voltage should be as in the following chart:

Operating Voltage — Degrees (F) Ambient Temperature  
(Temperature checked with a reliable thermometer 2" from the cover, but not touching the cover)

Temperature in degrees	0°	20°	40°	60°	80°	100°	120°	140°
Minimum setting	14 to	13.9 to	13.82 to	13.74 to	13.65 to	13.56 to	13.48 to	13.4 to
Maximum setting	14.6	14.5	14.42	14.34	14.25	14.16	14.08	14

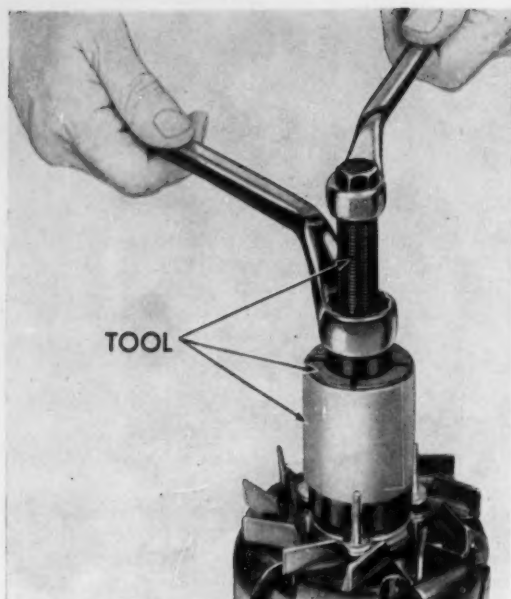


Fig. 13—Removing bearing from rotor shaft.

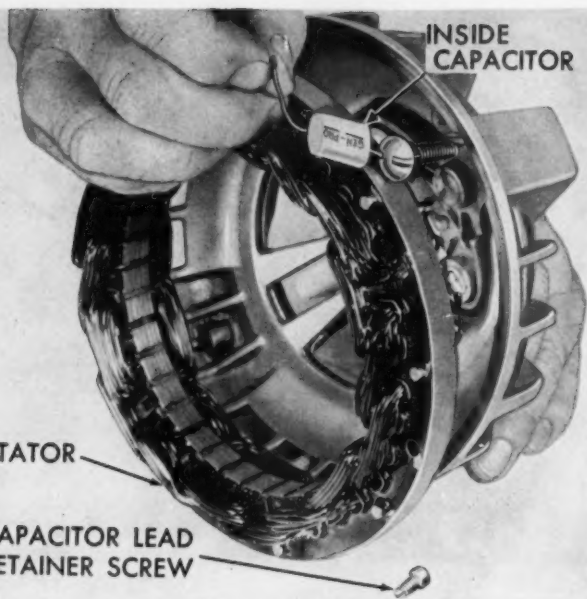


Fig. 14—Removing or installing inside capacitor.

**Caution:** Do not short circuit between the spring hanger and the base. Use an insulated bending tool (Fig. 5). Grounding the spring hanger will damage the regulator (burn the contact spring).

Adjust the voltage, if required, by bending the lower spring hanger at the regulator—down to increase voltage, up to decrease voltage.

d. Adjusting voltage regulator air gap:

Set upper contact gap to get .045" to .049" air gap.

Check air gap with a test lamp connected between the ignition and field terminals on the regu-

lator. Insert the .045" wire gauge between the armature and the magnet core at the hanger side of the nylon stops (Fig. 6).

Press the armature plate down. Contacts should open and test light should go out. Insert the .049" gauge in the same position and depress armature. Upper contacts should be closed and test lamp should remain lighted. Bend upper contact support as necessary to maintain the air gap adjustment.

e. Adjusting lower contact clearance:

Set lower contact gap to .010"-.015" by bending lower contact arm. Press the armature down so

that the armature rests on the nylon stop and recheck contact gap.

**Note:** Press down on armature and not on contact springs.

12.—Bench tests:

a. Field circuit open:

(1) Disconnect field terminal at the alternator and the voltage regulator.

(2) Connect a D. C. ammeter positive lead to the alternator D. C. output terminal.

(3) Connect the ammeter negative lead to the alternator field terminal.

The field current draw at 12 volts should be 2.38 to 2.75 am-

Fig. 15—Removing or installing heat sink insulator.

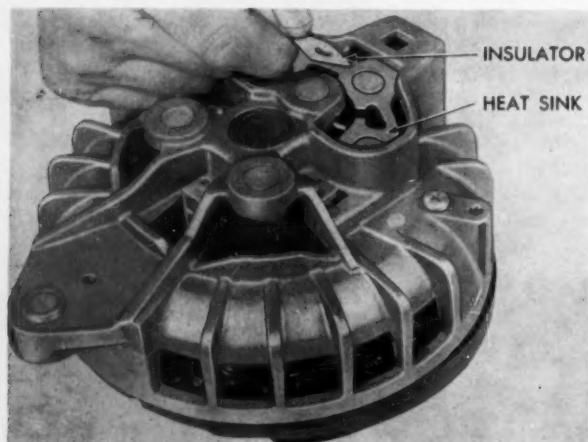
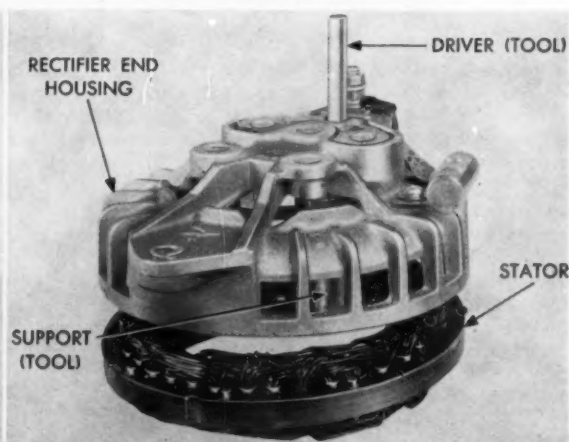


Fig. 16—Removing a rectifier.



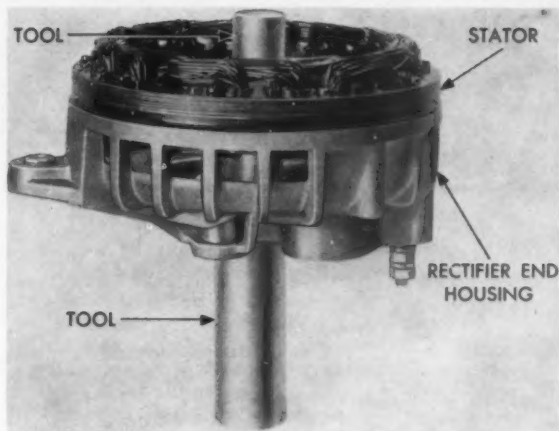


Fig. 17—Removing rectifier end housing bearing.

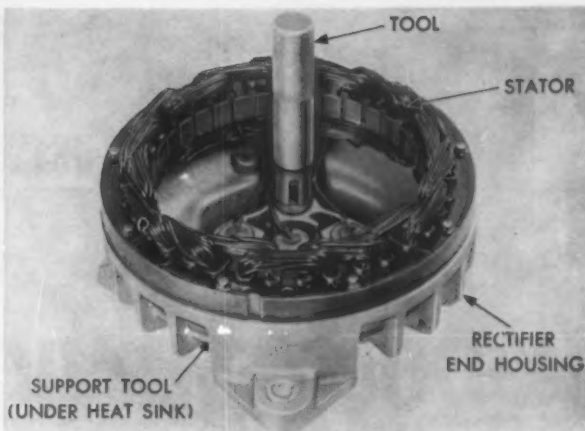


Fig. 18—Installing a rectifier.

peres or 2.97 amperes minimum at 15 volts or 3.43 amperes maximum at 15 volts and 70° F. alternator operating.

b. Rectifiers open in all three phases:

(1) Disassemble the alternator as outlined in paragraph 12, operations 1, 2 and 3, and separate the wires at "Y" connection at the stator (Fig. 7).

(2) Test the rectifiers with an accurate ohmmeter as follows:

(a) With the ohmmeter test probes, touch the outer case of the rectifier with one probe, the other probe to the case wire in the center of the rectifier. The resistance should be 4 to 10 ohms in the forward direction.

(b) Reverse the probes, moving the probe from the rectifier outer case to the rectifier case wire and the probe at the rectifier wire to the rectifier outer case. The resistance should be infinity in the

reverse direction. (Replace rectifiers with resistance of more than ten ohms in the forward direction.)

*Note:* The usual cause of an open or a blown rectifier is a defective capacitor or a battery that has been installed in reverse polarity. If the battery is installed properly and the rectifiers are open, test the capacitor capacity.

Capacitor capacity (internally installed) .158 microfarad (minimum).

Capacitor capacity (externally installed) .5 microfarad.

c. Grounded stator:

(1) Disconnect the rectifiers from the stator leads.

(2) Test from stator leads to stator core, using a 110-volt test lamp. Replace stator assembly if grounded.

d. Low output:

(Approximately 50% output accompanied with a growl. Hum caused by a shorted phase or a

shorted rectifier.)

(1) Disassemble the alternator as outlined in paragraph 12 and separate the wires at the "Y" connection (Fig. 7).

(2) Test rectifiers with an accurate ohmmeter, as outlined in paragraph 11b, operation (2). The resistance should be four to ten ohms forward and infinity in the reverse direction. A short-circuited rectifier will indicate low resistance in both directions. Replace all shorted rectifiers.

(3) If the rectifiers are found to be within specifications, replace the stator assembly.

e. Current output too high (no control) (caused by open rectifier or open phase):

(1) Disassemble the alternator as outlined in paragraph 12.

(2) Separate the wires at the "Y" connection (Fig. 7).

(3) Test rectifiers with an accurate ohmmeter (Continued on page 98)

Fig. 19—Installing rectifier end frame bearing.

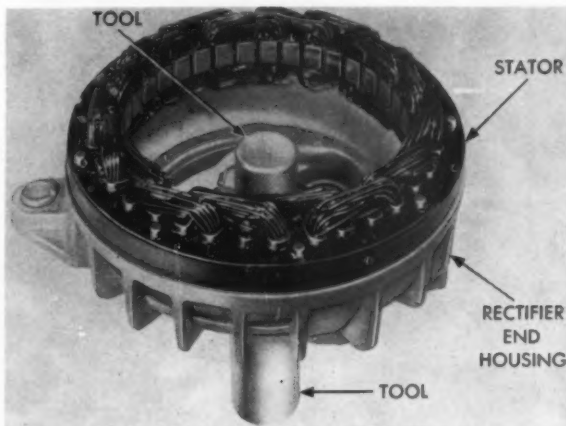
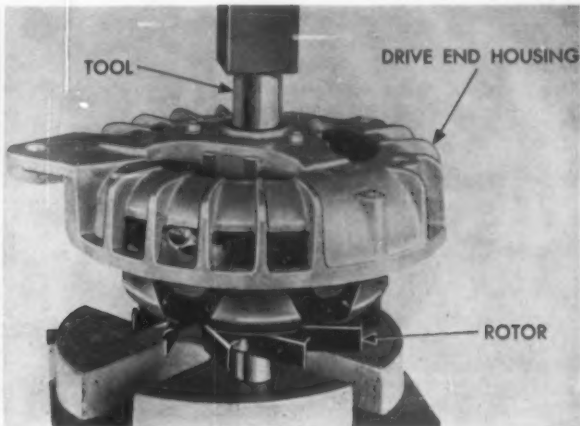


Fig. 20—Installing drive end frame and bearing on rotor shaft.





## BODY SHOP OPERATIONS

# DOOR SERVICE on the '59 Ford

By E. M. LOWERY  
Technical Editor

NOT many things can be more aggravating than being unable to lock or unlock an automobile door when "need be."

We recall an incident where this occurred and the driver lost his temper and kicked out the door glass—to his embarrassment and injury.

The above condition may be caused by a stuck door due to misalignment or inoperative door locks.

Following is "how to do" on the '59 Fords:

1.—Door replacement and alignment:

Replacement doors are furnished as a sheet metal in prime paint. They have no hinges, trim, glass, door glass frame, or hardware. When a door is replaced, transfer all usable parts from the old door to the new one, replace any parts which are damaged beyond repair and drill holes as necessary for moldings.

Door replacement:

Repair any dings or dents in the new door which may have occurred in handling and storage. Sand and paint the new door before assembly.

Removal:

Remove all usable hardware, trim and glass parts.

Front door:

1.—Remove the trim panel and remove all usable outside moldings and clips.

2.—Remove the door glass frame, if it is to be transferred.

3.—Remove the six attaching bolts from the door (Fig. 1).

4.—Slide the door off the hinges.

5.—If a hinge is damaged, remove the four pillar attaching bolts and remove the hinge.

Rear door:

1.—Remove the trim panel and remove all usable outside moldings and clips.

2.—Remove the door glass

frame, if it is to be transferred.

3.—Brace the door so it won't fall to the floor when the hinge attaching bolts are removed from the door. Remove the bolts (Fig. 2) and remove the door.

4.—If a hinge is damaged, remove the hinge attaching bolts from the pillar and remove the hinge.

Installation:

Drill holes as necessary for attaching outside moldings. Cement door weatherstrips in proper position.

Front door:

1.—If the hinges are removed, install them in the front pillar.

2.—Position the door on the hinges, partially tighten the bolts, align the door and tighten the bolts securely.

3.—Install the lock mechanisms, the door glass frame, the window mechanisms, glass, vent window assembly and the weatherstripping. It may be necessary, at this time, to perform a final door alignment to obtain a satisfactory weather seal at the windshield pillar and/or the roof rail.

4.—Align the door glass frame.

Fig. 1—Front door hinges

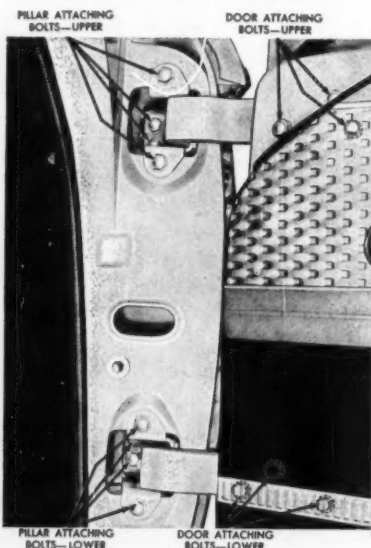
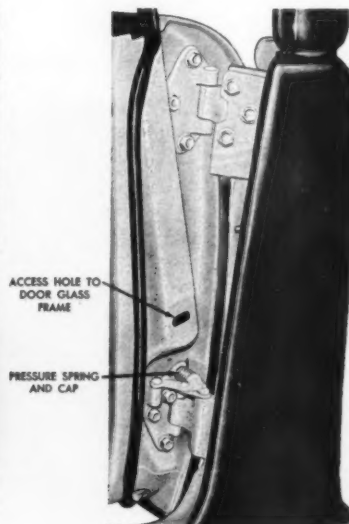


Fig. 2—Rear door hinges.



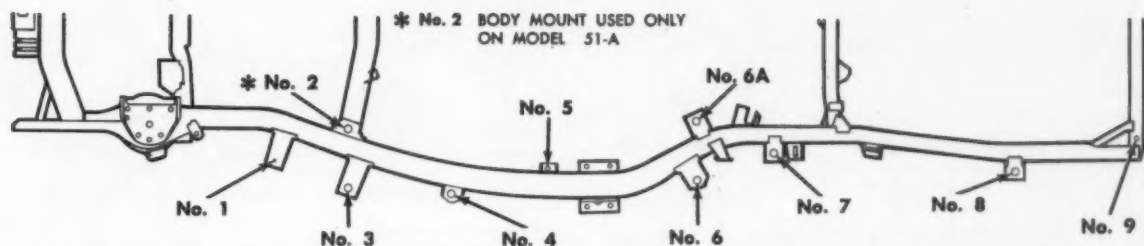


Fig. 3—Typical body bolt locations. Torque for all bolts except No. 5 is 20-25 ft. lbs. No. 5 is 10-15 ft. lbs.

5.—Install the interior trim, garnish moldings and exterior trim.

#### Rear door:

1.—If the hinges were removed, install them in the center pillar.

2.—Position the door on the hinges, partially tighten the bolts, align the door and tighten the bolts securely.

3.—Install the door glass frame, the window and lock mechanisms, the door glass and the weatherstripping. Make all necessary adjustments. Final door alignment may be necessary for a satisfactory door weather seal.

4.—Install the interior trim, garnish moldings and exterior trim.

#### Door alignment:

The door hinges provide sufficient adjustment to correct most misalignment conditions. The elongated holes where the hinges attach to the pillars provide in-and-out movement of the front door to obtain flush fits with the front fenders (Fig. 1), or fore-and-aft movement of the rear door to obtain correct spacing at the center pillar and quarter panel (Fig. 2).

To provide alignment of the fender with the door contour, the front fender is adjustable at the lower attaching bolt.

Where the doors attach to the hinges there are enlarged bolt holes which permit circular movement of the front door to obtain proper spacing all around the body opening (Fig. 1). The enlarged holes in the rear door permit vertical or lateral (in-and-out) adjustment of the door (Fig. 2).

Sometimes door misalignment results when the body is sprung because of improperly tightened body bolts or misalignment of the body or frame. If the door contour appears to be correct, and shifting the door on the hinges will not correct the misalignment, check the body bolt torque specifications (Fig 3) before bending the door or jacking the door opening.

Loosen all the body bolts and check the clearance between the mounting pad and the body. Add shims under any loose pads to bring them snugly against the body. Then start at the front and work from side to side toward the back, tightening each bolt to the specified torque (Fig. 3).

#### Alignment procedure:

1.—Determine which hinge bolts must be loosened to move the door in the desired direction.

2.—Loosen the hinge bolts

enough to permit movement of the door with a padded pry bar.

3.—Move the door the distance estimated to be necessary.

4.—Tighten the hinge bolts and check the door fit.

5.—Repeat the operation until the desired fit is obtained. Then check the alignment between the lock rotor and striker plate for proper door closing.

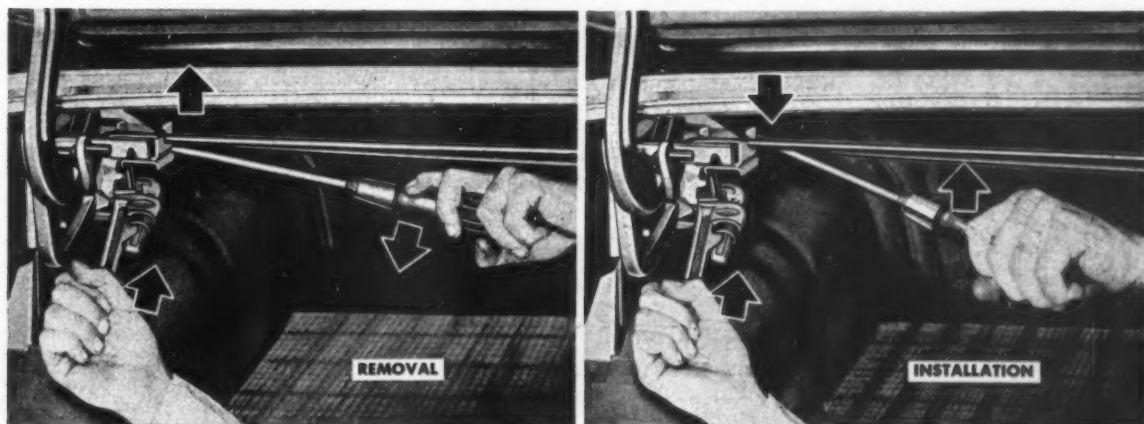
Luggage compartment door repair and adjustment:

New luggage compartment doors are furnished in prime paint without hardware. All usable hardware parts should be removed from the old door so they can be installed in the new one.

Before the old door is removed and disassembled, time will be saved if the new one is prepared for installation. Inspect the new door for dings and other minor damage, repair as necessary and sand and paint it. While it is drying, remove and disassemble the door. When the new door is dry, install the weatherstrip and hardware.

Conventional-type luggage compartment doors are of single-unit construction and are mounted on two hinges with adjustable torsion

Fig. 4—Luggage compartment door torsion bar replacement.



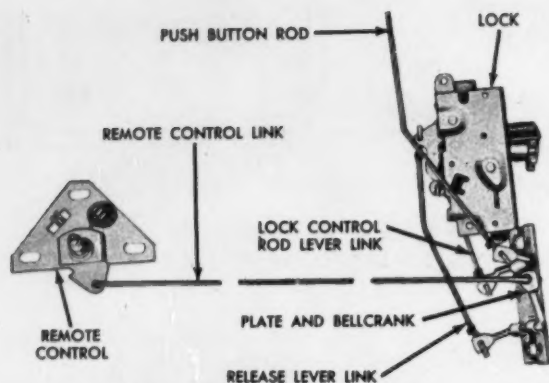


Fig. 5—Front door lock and remote control—models 51, 59, 63, 64, 65, 66 and 76.

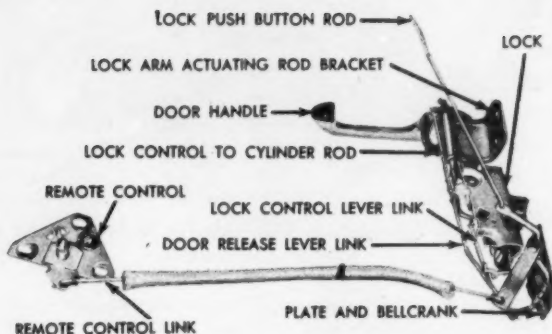


Fig. 6—Front door lock and remote control—models 54, 57, 58, 71 and 75.

bar assist.

Luggage compartment door replacement:

1.—Remove all serviceable hardware.

2.—Remove the hinge attaching bolts from the luggage compartment door and lift the door off the hinges.

3.—Position the door and install the attaching bolts loosely.

4.—Close the door gently to check the fit.

5.—Adjust the door and hinges for proper fit.

6.—Adjust the striker plate.

Hinge or torsion bar replacement:

1.—Remove the spare tire and prop the luggage compartment door open.

2.—Mark the hinge position on the door and on the mounting bracket for reference when a new hinge is installed.

3.—Using a long screwdriver and a pipe wrench, pry the anchor end of the torsion bar out of its adjustment notch, thus relieving tension on the hinge to be replaced (Fig. 4).

4.—To provide clearance for torsion bar removal, lower the door half way, disengage the actuating end of the bar and remove the bar.

5.—Prop the door fully open and pry the anchor end of the other torsion bar out of its adjustment notch. If this second bar is to be

removed, lower the door half way and remove the torsion bar.

6.—Remove the hinge attaching bolts from the luggage compartment door and from the mounting bracket and remove the hinge.

7.—Position the hinge and partially tighten the mounting bolts.

8.—If both torsion bars were removed, lower the door half way and position the actuating end of the second bar removed. With the door fully open, anchor the other end of this bar.

9.—Install the other torsion bar as in step 8.

10.—Remove the prop and check the door position. After any necessary adjustment, tighten the hinge attaching bolts.

11.—Install the spare tire.

12.—Check and, if necessary, adjust the door striker plate.

Luggage compartment door alignment:

The luggage compartment door can be shifted fore and aft, up and down, and from side to side. Slotted hinge holes at the door provide fore-and-aft movement, slotted hinge bolt holes in the mounting bracket provide vertical movement, and enlarged hinge mounting bolt holes in the door inner panel provide limited lateral movement.

If the door is twisted, it may be brought back to proper shape by forcing it. Position a rubber mallet or similar block at the center of

the opening between the rear edge of the door and the body flange. Then apply pressure on either side of the door as required.

If the body opening has been distorted, use a body jack placed directly under the drain troughs along the quarter panels, or upper or lower back panels to shape the opening to the door. Care should be taken not to distort or mar these areas so that an unsightly appearance results.

Striker plate adjustment:

The luggage compartment door striker plate can be adjusted up or down by loosening the bolts and moving it to the desired position. If lateral movement of the striker plate is required, it can be tilted slightly to obtain free operation of the lock. When more lateral movement of the striker plate is needed than can be obtained in this manner, check the alignment of the door and adjustment of the door lock. Do not try to correct door misalignment with a striker adjustment.

Checking luggage compartment door fit:

After the door has been fitted for a good exterior appearance, check the fit of the weatherstrip at the flange to prevent water leaks. To make this check, chalk the flange all the way around and close the door.

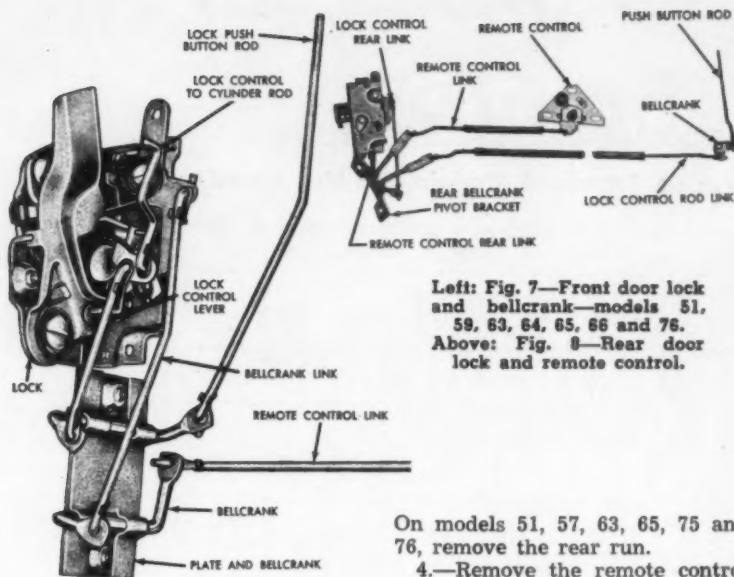
Open the door and check for a chalk mark all the way around the weatherstrip. If the chalk misses at any point, the flange should be bent to provide proper sealing.

Locks:

The door locking mechanism (Figs. 5 and 6) consists of the door lock and rotor, lock cylinder, inside and outside handles, striker plate and the linkage connecting these parts. Improperly aligned

## January: Body Fillers

Used to be a time when sheet-metal repairs were troublesome to the nth degree. How body fillers today speed up the jobs and the step-by-step procedure will be outlined here.



Left: Fig. 7—Front door lock and bellcrank—models 51, 59, 63, 64, 65, 66 and 76.  
Above: Fig. 8—Rear door lock and remote control.

doors cause the major portion of lock failures by putting excessive strain on the striker plate and rotor. Do not attempt to correct door misalignment with a striker plate adjustment.

#### Door locks:

##### Lubrication:

The accessible parts of the locking mechanism should be lubricated periodically, preferably during the regular chassis lubrication. Lubricate these points as follows:

- 1.—Striker plate and nylon sliding block contact surfaces. Apply stainless-steel-type lubricant.
- 2.—Lock rotor. Apply stainless-steel-type lubricant to the rotor teeth. Apply one or two drops of fine oil to the rotor bearing.
- 3.—Lock cylinder. Three or four drops of lock fluid.

The parts of the lock mechanism on the inside of the door are lubricated at assembly and require no further attention. However, when it is necessary to repair or replace some part of the lock mechanism, Lubriplate should be applied to all new moving parts and to the related parts within the door. While the trim panel is off, the window regulator mechanism should also be lubricated.

Front door lock and/or plate and bellcrank replacement:

- 1.—Raise the door glass, remove the trim panel and pull the water shield away from the access holes.
- 2.—On models 54, 58 and 71, remove the door glass frame.
- 3.—On models 59, 64 and 66, remove the rear run lower bracket.

On models 51, 57, 63, 65, 75 and 76, remove the rear run.

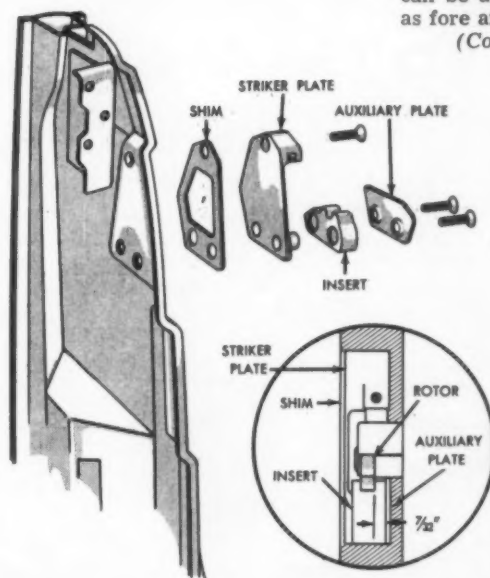
4.—Remove the remote control attaching screws, disconnect the remote control link at the bellcrank and remove the remote control and the link.

5.—Disconnect the lock control to cylinder rod at the lock cylinder, and remove the rod and retaining clips (Figs. 5 and 6).

6.—After removing the retaining screws from the plate and bellcrank and from the lock, remove these two assemblies as a unit.

7.—Transfer the links to the new lock and/or plate and bellcrank (Fig. 7).

8.—Position the lock and the plate and bellcrank in the door and install the retaining screws.



Left: Fig. 9—Door lock striker plate and adjustment.  
Below: Fig. 10—Inside door handle removal.

9.—Connect the lock control to cylinder rod at the lock cylinder.

10.—Connect the remote control link at the bellcrank and install the remote control after adjusting it fore or aft so that the link works freely. The mounting holes in the remote control are slotted.

11.—On models 51, 57, 63, 65, 67, 75 and 76, install the rear run, adjusting lateral movement of the door glass by means of the set screw in the run.

On models 54, 58 and 71, install and adjust the door glass frame.

On models 59, 64 and 66, install the rear run lower bracket after adjusting it for proper window operation.

12.—Install the water shield, the trim panel and the hardware.

#### Rear door lock replacement:

1.—Remove the trim panel and pull the water shield away from the access holes.

2.—Disconnect the remote control rear link and the lock control rear link at the bellcrank pivot arms (Fig. 8).

3.—Remove the door lock retaining screws and remove the lock. On models 54, 58 and 71, remove the bellcrank pivot bracket with the lock and links.

4.—Transfer the two links to the new lock (and pivot bracket on models 54, 58 and 71).

5.—Install the lock (and pivot bracket on models 54, 58 and 71) and connect the links to the bellcrank pivot arms.

6.—Install the water shield, the trim panel and the hardware.

#### Striker plate adjustment:

The door striker plate (Fig. 9) can be adjusted vertically as well as fore and aft.

(Continued on page 70)

# 1960 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	Std. Wheelbase	TREAD		No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	ENGINE			FLUID CAPACITIES						WHEEL ALIGNMENT		
		Front	Rear				Max. Rated H. P. at R. P. M.	Max. Torque at R. P. M.	Piston Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Qts.)	Transmission (Au. Pts.)	Fuel Tank (Gals.)	Cooling System (No. Hoses) (Qts.)	Caster (Degrees)	Camber (Degrees)	Toe-In (In.)	
BUICK Le Sabre.....	123	62.3	60	V8I	4.125x3.4	54.45	250@4400	384@2400	364	10.25-1	4	24	20	17	—2	+1½	.0625 to .1562	
BUICK Invicta.....	123	62.3	60	V8I	4.1875x3.64	56.11	325@4400	445@2800	401	10.25-1	4	24	20	17	—2	+1½	.0625 to .1562	
BUICK Electra.....	126.3	62.3	60	V8I	4.1875x3.64	56.11	325@4400	445@2800	401	10.25-1	4	24	20	17	—2	+1½	.0625 to .1562	
CADILLAC 82 Sedan, 82 Coupe, 82 Coupe de Ville, 82 Sedan de Ville and 80 Fleetwood.....	130	61	61	V8I	4x3.875	51.2	325@4800	430@3100	390	10.5-1	6	18	21	18½	—½ to —1½	0 to ±½	¾ to 1½	
CADILLAC 62 Eldorado, Seville, Biarritz and 76 Fleetwood.....	140.8	61	61	V8I	4x3.875	51.2	325@4800	435@3400	390	10.5-1	5	18	21	18½	—½ to —1½	0 to ±½	¾ to 1½	
CHEVROLET 8.....	119	60.3	59.3	6I	3.56x3.94	30.4	135@4000	217@2400	235.5	8.25-1	5	9	20	17	0 to ±½	+30' to ±30'	¼ to ½	
CHEVROLET 8 (283 cu. in.).....	119	60.3	59.3	V8I	3.875x3	48	170@4200	275@2200	348	8.5-1	4	4	20	17½	0 to ±½	+30' to ±30'	¼ to ½	
CHEVROLET 8 (348 cu. in.).....	119	60.3	59.3	V8I	4.125x3.25	54.5	250@4400	355@2800	348	9.5-1	4	4	20	21	0 to ±½	+30' to ±30'	¼ to ½	
CHEVROLET Corvette.....	102	57	59	V8I	3.875x3	48	230@4800	300@3000	283	9.5-1	5	9	16.4	15.5	2 to ±½	0 to ±½	0 to .12	
CHEVROLET Corvair.....	108	54	54	6A	3.375x3.6	27.3	80@4400	125@2400	140	8-1	5½	6	11	8½	½ to ±½	½ to ±½	¾ to 1½	
CHRYSLER Windsor.....	122	61	59.7	V8I	4.03x3.75	52	325@4600	425@2800	383	10-1	5	21	23	16	C	B	¼	
CHRYSLER Saratoga.....	126	61	59.7	V8I	4x3.75	52	325@4600	425@2800	383	10-1	5	21	23	16	C	B	¼	
CHRYSLER New Yorker.....	126	61.2	60	V8I	4.18x3.75	55.9	350@4600	470@2800	413	10-1	5	21	23	16	C	B	¼	
CHRYSLER 300.....				V8I	4.18x3.75				413	10-1								
CHRYSLER Imperial Custom, Crown and Le Baron.....	129	61.8	62.2	V8I	4.18x3.75	55.9	350@4600		413	10-1	5	22	23	16	+¾ to ½	D	¾	
CONTINENTAL.....	131	61	61	V8I	4.3x3.7	59.7	315@4100	465@2200	430	10-1	5	22	25	23	0 to —90'	0 to +45'	.12 to .19	
DE SOTO Fireflite.....	122	61	59.7	V8I	4.12x3.38	53.5	295@4600	390@2400	361	10-1	5	23	23	16	C	B	¼	
DE SOTO Adventurer.....	122	61	59.7	V8I	4.25x3.38	57.8	305@4600	410@2400	383	10-1	5	23	23	16	C	B	¼	
DODGE Dart 8.....	118	61.5	60.1	6I	3.4x4.125	27.74	145@4000	215@2800	225	8.5-1	4	22	20	13	C	B	¼	
DODGE Dart 8.....	118	61.5	60.2	V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	4	22	20	20	C	B	¼	
DODGE 8.....	122	61.5	60.2	V8I	3.91x3.31	54.3	255@4400*	345@2900*	318	10-1	5	23	20	16	C	B	¼	
DODGE D-500.....	122	61.5	60.2	V8I	4.12x3.38	57.8	310@4800	435@2900	361	10-1	5	23	20	20	C	B	¼	
EDSEL 8.....	120	61	60	6I	3.62x3.6	31.54	145@4000	205@2000	223	8.4-1	4	20	20	15	0 to +1	+1 to +1½	.625 to .125	
EDSEL 8.....	120	61	60	V8I	3.75x3.3	45*	185@4200*	292@2200*	292/	8.8-1*	4	20	20	19	0 to +1	+½ to +1½	.625 to .125	
FORD Fairlane 8.....	119	61	60	6I	3.62x3.6	31.54	145@4000	205@2000	223	8.4-1	4	20	21	15	—0 to ±1	+1½	.625 to .12	
FORD Fairlane 8 800.....	119	61	60	V8I	3.75x3.3	45	185@4200	292@2200	292	8.8-1	5	21	21	19	—0 to ±1	+1½	.625 to .12	
FORD 8 Galaxie and Special Series.....	119	61	60	V8I	4x3.5	51.2	235@4400*	350@2400*	352	8.9-1/	5	21	21	19	—0 to ±1	+1½	.625 to .12	
FORD Falcon.....	109.5	55	54.8	6I	3.5x2.5	29.4	90@4200	138@2000	144.3	10-1	3½	15	15	8.7	+1½	—¾ to ±½	—¾ to ±½	
FORD Thunderbird Hardtop.....	113	60	57	V8I	4.00x3.50	51.20	300@4600	350@4600	352	9.6-1	5	20	20	19	½ to 1½	½ to 1½	¾ to 1½	
FORD Thunderbird Convertible.....	113	60	57	V8I	4.30x3.70	59.17	381@2800	490@2800	430	10-1	5	21	20	22.5	½ to 1½	½ to 1½	¾ to 1½	
LINCOLN.....	131	61	61	V8I	4.3x3.7	59.7	315@4100	465@2200	430	10-1	5	22	25	23	0 to —90'	0 to +45'	.12 to .19	
MERCURY Monterey.....	126	60	60	V8I	3.8x3.34	46.21	205@4000	325@2100	312	8.9-1	5	20	20	20	0 to —90'	0 to +45'	.12 to .19	
MERCURY Park Lane and Montclair.....	126	60	60	V8I	4.3x3.3	59.17	280@4200	405@2200	382	8.5-1	5	20	20	21	0 to —90'	0 to +45'	.12 to .19	
OLDSMOBILE Dynamic 88.....	123	61	61	V8I	4x3.688	54	240@4400	375@2400	371	8.75-1	4	19	20	20	0 to —1	—½ to +½	0 to ½	
OLDSMOBILE Super 88.....	123	61	61	V8I	4.125x3.688	54	315@4600	435@2800	394	9.75-1	4	19	20	20	0 to —1	—½ to +½	0 to ½	
OLDSMOBILE 98.....	126	61	61	V8I	4.125x3.688	54	315@4600	435@2800	394	9.75-1	4	19	20	20	0 to —1	—½ to +½	0 to ½	
PLYMOUTH 6 Savoy, Belvedere and Fury.....	118	60.9	59.6	6I	3.4x4.125	27.7	145@4000	215@2800	225	8.5-1	4	13	20	14	C	B	¼	
PLYMOUTH 6 Savoy, Belvedere and Fury.....	118	60.9	59.6	V8I	3.91x3.31	48.9	230@4400	340@2400	318	9-1	4	19	20	20	C	B	¼	
PLYMOUTH Golden Command.....	118	60.9	59.6	V8I	4.12x3.38	54.3	305@4800	395@3000	361	10-1	5	22	20	16	C	B	¼	
PONTIAC Catalina and Ventura.....	122	64	64	V8I	4.06x3.75	52.8	215@3600	390@2000	389	8.6-1	5	16.5	23	21.2	—1½ to ±½	+½ to ±½	0 to .125	
PONTIAC Star Chief and Bonneville.....	124	64	64	V8I	4.06x3.75	52.8	251@4400	407@2800	389	8.6-1	5	16.5	23	21.2	—1½ to ±½	+½ to ±½	0 to .125	
RAMBLER American.....	100	54.62	55	6I	3.125x4.25	23.4	90@3800	150@1600	195.6	8-1	4	20	22	11	C	±½ 0 Prt.	¼ to ¾	
RAMBLER 8.....	108	57.75	58	6I	3.125x4.25	23.4	127@4200	180@1600	195.6	8.7-1	4	20	22	10	C	±½ 0 Prt.	¼ to ¾	
RAMBLER Rebel 8.....	108	58.75	58	V8I	3.5x3.25	39.2	200@4900	245@2500	250	8.7-1	4	22	22	19	C	±½ 0 Prt.	¼ to ¾	
RAMBLER Ambassador.....	117	57.75	59.13	V8I	4x3.25	51.2	250@4700	340@2600	327	8.7-1	4	22	22	19	C	±½ 0 Prt.	¼ to ¾	
STUDEBAKER Lark 8.....	108.5	57.37	56.56	6I	3x4	21.6	90@4000	145@2000	169.6	8.3-1	5	18	18	11	—1 to —2½	0 to +1	¼ to ¾	
STUDEBAKER Lark 8.....	108.5	57.37	56.56	V8I	3.56x3.25	40.6	190@4500	195@4500	259.2	8.8-1	5	18	18	17	—1 to —2½	0 to +1	¼ to ¾	
STUDEBAKER Hawk Coupe.....	120.5	57½	56.56	V8I	3.56x3.62	40.6	210@4500	300@2500	259	8.8-1	5	18	18	17	—1 to —2½	0 to +1	¼ to ¾	
VALIANT.....	106.5	56	55.5	6I	3.4x3.125	27.74	101@4400		170	8.6-1	4	13	13	13	C	B	¼	

## ABBREVIATIONS

4-barrel.  
A—Horizontally opposed.  
4x3.5.  
B—Left +½, right +½.  
—Also 51.2.

C—Power Steering +½ ±½.  
Manual —½ ±½.  
D—Left +½, right +½.  
—Also 300@4600.  
—Also 381@2800.  
—Also 382.

—Also 8.6-1.  
—Also 300@4600.  
—Also 381@2800.  
I—Valve-in-head.  
—Also 8.6-1.  
L—L-head.

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# 1960 PASSENGER-CAR SPECIFICATIONS

(Souped-Up Specs on Standard Models Are Not Listed)

MAKE AND MODEL	ELECTRICAL TUNE-UP								Bal.	FUEL SYSTEM		VALVES		
	Breaker Gap (.01)	Cam Angle (Degree)	Contact Arm Spring Tension (ozs.)	Ignition Timing (Degree)	Timing Mark Location	Spark Plug Gap (.01)	Spark Advance Max. Centrif. (Degree)	Spark Advance Max. Vac. (Degree)		Carb. Mfr.	Fuel Pressure (lbs.)	Target Clearance Intake (.01)	Target Clearance Exhaust (.01)	Intake Valve Opens b or c (Degree)
BUICK Le Sabre	12.5-17.5	30	19-23	5bte	VD	30-35	26@3750	21@14"	70N	Ca-St	5 1/2-6 1/2	Au	Au	25bte
BUICK Invicta and Electra	12.5-17.5	30	19-23	12bte	VD	30-35	22@3900	17.5@15"	70N	RP-Ca	5 1/2-6 1/2	Au	Au	33
CADILLAC (All Models)	16	28-32	19-23	5bte	VD	35	16@2000	22@16"	70N	RP-Ca	5 1/2-6 1/2	Au	Au	39bte
CHEVROLET 8	19	28-35	19-23	5bte	FW	33-38	26@3500	22@15.5"	53N	RP	3 1/2-4 1/2	Au	Au	16bte
CHEVROLET 8 (283-cu. in.)	19	28-33	19-23	4bte	VD	33-38	28@3750	15@15.5"	53N	Ca-RP	5 1/2-6 1/2	Au	Au	12.5bte
CHEVROLET 8 (348-cu. in.)	19	28-33	19-23	5bte	VD	33-38	24@4600	15@15.5"	61N	Ca-RP	5 1/2-6 1/2	Au	Au	18.5bte
CHEVROLET Corvette	19	28-33	19-23	4bte	VD	35-38	28@3700	15@15.5"	53N	Ca	5 1/2-6 1/2	Au	Au	12.5bte
CHEVROLET Corvair	19	33	19-23	4bte	CaP	23-28	32@3600	24.5@30"	35N	RP	5 1/2-6 1/2	Au	Au	15bte
CHRYSLER Windsor	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca-BB	4-5	Au	Au	15bte
CHRYSLER Saratoga and New Yorker	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte
CHRYSLER 300	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte
CHRYSLER Imperial	14-19	27-32	17-21.5	10bte	VD	35	21@4600	22@15"	70N	Ca	4-5	Au	Au	15bte
CONTINENTAL	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	70N	Ca	5-6	Au	Au	22bte
DE SOTO Fireflite	14-19	27-32	17-21.5	10bte	CaP	35	18@4400	22@15"	60N	BB-Ca	4-5	Au	Au	15bte
DE SOTO Adventurer	14-19	27-32	17-21.5	10bte	CaP	35	18@4400	22@15"	60N	BB-Ca	4-5	Au	Au	15bte
DODGE Dart 8	17-23	36-42	17-21.5	2.5bte	VD	35	25@4400	20.5@12"	50N	BB-Ca	6-7	10	20	17bte
DODGE Dart 8	14-19	34-40	17-21.5	10bte	VD	35	25@4400	22@15"	60N	Ca	6-7	10	19	17bte
DODGE 8	14-19	34-40	17-21.5	10bte	VD	35	24@4300	22@15"	60N	Ca-Ho	6-7	Au	Au	15bte
DODGE D-900	14-19	34-40	17-21.5	7.5bte	VD	35	22@4800	21@14.5"	60N	Ca-Ho	6-7	Au	Au	20bte
EDSEL 8	24-26	35-38	17-20	X	VD	32-36	16@2400	22.5@8.1"	55N	Ho	4-5	19	19	17bte
EDSEL 8	14-16	26-28.5	17-20	Y	VD	32-36	29@4000	22@15"	55N	D	4 1/2-5 1/2	19	19	12bte
FORD Fairlane 8	24-26	35-38	17-20	X	VD	32-36			55N	Ho	4-5	19	19	17bte
FORD Fairlane 8 900	14-16	26-28.5	17-20	X	VD	32-36	22@4400	22@19"	65N	D	4 1/2-5 1/2	19	19	12bte
FORD Galaxie and Special Series	14-16	26-28.5	17-20	X	VD	32-36	24@4400	22@16"	65N	D	4 1/2-5 1/2	Au	Au	22bte
FORD Falcon	24-26	35-38	17-20	C	E	32-36	F	14@5.35"	40N	Ho	4-5	16	16	15bte
FORD Thunderbird Hardtop	14-16	26-28.5	17-20	T	VD	32-36	29@4000	22@15"	55N	D	4 1/2-5 1/2	Au	Au	20bte
FORD Thunderbird Convertible	14-16	26-28.5	17-20	T	VD	32-36	29@4000	22@15"	65N	Ca	5-6	Au	Au	22bte
LINCOLN	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	70N	Ca	5-6	Au	Au	22bte
MERCURY Monterey	15	26-28.5	17-20	3bte	VD	34	22@4000	20@20"	55N	Ho	4 1/2-5 1/2	19	19	12bte
MERCURY Park Lane and Montclair	15	26-28.5	17-20	6bte	VD	34	30@4000	22@15"	65N	Ca	5-6	Au	Au	22bte
OLDSMOBILE Dynamic 88	16	28-32	19-23	5bte	VD	30	26@4400	23.5@21"	62N	RP	5-6	Au	Au	14bte
OLDSMOBILE Super 88	16	28-32	19-23	5bte	VD	30	26@4400	23.5@21"	70N	RP	5-6	Au	Au	16bte
OLDSMOBILE 98	16	28-32	19-23	5bte	VD	30	26@4400	23.5@21"	70N	RP	5-6	Au	Au	14bte
PLYMOUTH 8 Savoy, Belvedere and Fury	17-23	36-42	17-21.5	2.5bte	CaP	35	25@4400	20.5@12"	50N	Ca-BB	6-7	10	20	17bte
PLYMOUTH 8 Savoy, Belvedere and Fury	14-19	27-32	17-21.5	5bte	CaP	35	25@4600	29.5@17"	60N	Ca-St	6-7	10	18	17bte
PLYMOUTH Golden Commande	14-19	27-32	17-21.5	10bte	CaP	35	20@4600	29.5@17"	60N	Ca-St	6-7	10	18	24bte
PONTIAC Catalina and Ventura	16	30±2	19-23	6bte	CaP	33-38	20@3600	20@15"	53N	RP	5 1/2-6 1/2	Au	Au	14bte
PONTIAC Star Chief and Bonneville	16	30±2	19-23	6bte	CaP	33-38	20@2900	20@17"	61N	Ca	5 1/2-6 1/2	Au	Au	30bte
RAMBLER American	20	28-35	17-21	3bte	VD	35	12@2100	11@16.5"	40N	Ho-Ca	4 1/2-5 1/2	16	16	10bte
RAMBLER 6	18	28-35	17-21	5bte	VD	35	12@2100	10@16.5"	45N	Ho-Ca	4 1/2-5 1/2	18	18	12bte
RAMBLER Rebel 6	17	28-32	17-20	10bte	VD	35	18@1900	10@15"	60N	Ho-Ca	4 1/2-5 1/2	12	14	12 1/2bte
RAMBLER Ambassador	17	28-32	17-20	5bte	VD	35	18@2000	12@14"	50N	Ho-Ca	4 1/2-5 1/2	12	14	12 1/2bte
STUDEBAKER Lark 8	20	38-40	17-20	2bte	VD	28-33	14@2800	18@12"	50N	Ca	3 1/2-5 1/2	18	18	15bte
STUDEBAKER Lark 8	16	28-32	19-23	4bte	VD	33-38	24@2300	16@12"	50N	St	3 1/2-5 1/2	23-25	23-25	11bte
STUDEBAKER Hawk Coupe	13-15	28-34	19-23	4bte	VD	33-38	24@2400	16@12"	50N	St	3 1/2-5 1/2	23-25	23-25	11bte
VALIANT	17-23	36-42	17-21.5	5bte	CaP	35	27@3850	25@14.5"	50N	BB	4-5	10	20	8bte

## ABBREVIATIONS

4-35 bte with turbine-type trans.  
 Au—Automatic.  
 4-Q engine 7.5"bte.  
 BB—Bal. and Bal.  
 bte—before top center.  
 4-26"bte on 362-cu.-in.  
 C—2"bte manual, 6"bte automatic.

Ca—Carter.  
 CaP—Crankshaft pulley.  
 4-4-barrel, 26"bte.  
 D—Ford or Holley.  
 E—Indicator scale on front cover.  
 F—Non-centrifugal.  
 FW—Flywheel.

Ho—Holley.  
 N—Negative.  
 RP—Rochester Products.  
 St—Stromberg.  
 tdc—top dead center.  
 VD—Vibration damper.  
 X—4"bte manual, 6"bte automatic.  
 Y—3"bte manual, 6"bte automatic.

# THE *LARK* SUCCESS CAN BE YOUR SUCCESS IN 1960

## ➤ DEALER PROFITS—

LARK Dealers' Net Operating Profit averaged 17% higher than the Industry.\*

## ➤ DEALER CAPITAL—

Working capital nearly doubled in 1959.\*

## ➤ DEALER NET WORTH—

Increased 80% in 1959.\*

## ➤ LOWEST-PRICE V-8 LINE

in the industry...high gross profit, too.

## ➤ ONLY FULL LINE

of New Dimension cars—6 different body types—DeLuxe or Regal trim—Six or V-8 in 3 power ranges—3 transmissions—a complete range of options and accessories.

## ➤ OPERATING ECONOMY—

V-8 topped all other V-8's in latest Mobilgas Economy Run. The Six scored even higher mileage.

## ➤ FLYING START FOR 1960—

Since introduction, retail deliveries are running 42.3% ahead of corresponding period of last year.

## ➤ PROVEN RESALE VALUE—

Recognized sources show that LARK wholesale values are running higher than other cars in its price class.

## ➤ PROVEN SUCCESS—

Over 750 million owner-driven miles.

## ➤ CONQUEST SALES—

Over 70% of trade-ins were competitive makes.

## ➤ MARKET PENETRATION—

Almost tripled.

## ➤ 1959 PRODUCTION—

Increased 375% in first 9 months.

## ➤ HOW ABOUT YOUR PROFITS AND PROSPECTS?

Mail this coupon today!

*\*Figures for first 9 months of 1959*

TELL ME ABOUT THE LARK FRANCHISE—in strictest confidence, and without obligation.

DEALER DEVELOPMENT DEPARTMENT  
STUDEBAKER-PACKARD CORP., South Bend 27, Indiana

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
TITLE \_\_\_\_\_  
ADDRESS \_\_\_\_\_

SAJ 12-59

## Seven "Tests" for Credit (Continued from page 36)

"I find it safer, on the average, to rely on my own estimation of the customer," he said.

A man who is new in town, with no credit information available on him through regular sources, can easily obtain credit at Maddox Motor Co. if he passes Mattox's personal appraisal. Over the years, he has learned to spot danger signals in strangers seeking credit, and if any of these appear during

the conversation with the prospect, there is no credit.

"I find it safer," he said, "to rely more on how a man and his car look and how he talks, than on cold credit figures. The credit information may be several months or more than a year old, but a man's appearance and his talk are now."

If a man's car shows careless neglect, he is not a good credit risk, unless special circumstances prevail, he has found. So he inspects the prospect's car while he

inspects him.

Mattox handles all routine repair credit on regular 30-day open account. If a customer wants a major job, such as a complete motor overhaul, and needs credit, the garageman normally contacts a local loan company with whom he has arranged for handling major credit accounts. He either has the loan man come to the office or he sends the customer to the loan company, and the customer and the loan man then work out the deal and the method of payment.

If the loan company accepts the account, Mattox then receives the full amount of the account without recourse.

After the first of the month and the segregation of slow accounts from the others, Mattox then wages a consistent campaign to collect the delinquents.

He does this mainly by telephone.

"The important thing," he explained, "in inducing delinquents to pay is to keep after them. Don't permit them to assume that you have forgotten the account. The average customer who is behind with his account generally is loaded down with regular monthly or weekly installment payments—on his car, refrigerator, range, washer or television set. He is going to pay these first, because he doesn't want them repossessed. After that, he will pay those who keep after him most persistently."

An account is considered "slow" and worthy of special attention after it is 60 days old.

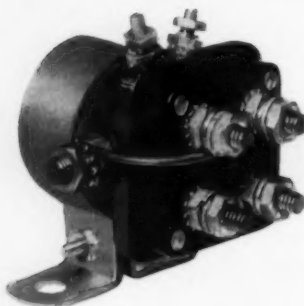
## Air-Conditioning Company Sells Florida Plant

INTERNATIONAL Automotive Air Conditioning, Inc., of Fort Lauderdale, Fla., has been purchased by Investment Corporation of Florida and will be operated as a wholly-owned subsidiary of the latter company.

Organized three years ago, the air-conditioning firm manufactures and markets an automobile air-conditioning unit for all makes of American cars.

Harry T. Kessler, who will continue as president, said the company will manufacture three new products—an air-conditioning unit for all popular makes of European cars and trucks, a unit for truck cabs engaged in over-the-highway operations, and a "reverse cycle" air-conditioning unit for American cars.

## Make Starting Problems Profitable with the **ORPIN** AUTOMATIC VOLTAGE CONVERTER



### PROVIDES

12 VOLT STARTING POWER FROM 6 VOLT ELECTRICAL SYSTEMS	24 VOLT STARTING POWER FROM 12 VOLT ELECTRICAL SYSTEMS
--	---

Ingenuously simple, the Orpin Automatic Voltage Converter enables all vehicle electrical systems to have double starting power, yet retain all the advantages of the lower voltage system. Here's how the Orpin Automatic Voltage Converter changes two 6 volt batteries into a dual voltage battery: In the normal position the switch makes a parallel connection between two batteries, rendering both batteries 6 volts. When the starter button is pressed, the parallel connection is broken and a series connection made, delivering 12 volts to the starting circuit only. Since all other wiring is connected at the dividing point, no other part of the car receives more than 6 volts whether the car is starting or not. The Orpin Automatic Voltage Converter requires no change in the electrical system such as generator, regulator, starter, etc.

Be one of the first in your area with this remarkable Orpin Automatic Voltage Converter. Write, Wire or Phone —

## Automatic Battery Company of America

GOLDSBORO, NORTH CAROLINA, U.S.A.

Orpin Switch  
Catalog  
Number

### APPLICATION

100B	For Use with Two 6-Volt Batteries for 12-Volt Starting in 6-Volt System
100C	For Use with Two 12-Volt Batteries for 24-Volt Starting in 12-Volt System



**YOU'RE SITTING**

*Pretty*

**WITH A**

***Blackhawk***  
**MASTER TOOL SET**

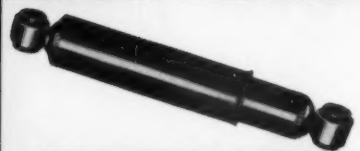
For master mechanics — and mechanics on their way up — here's the *complete* Tool Set that will handle practically every job in your Shop. This 150 piece, high quality Set includes the finest alloy steel Ratchets, Drive Handles, Sockets, and Flat Wrenches, plus Hammers, Chisels, Pliers, Screw Drivers, and *more . . .* every Tool designed by mechanics — for mechanics! Ask your Jobber how you can get it and put it to work making money for you! The cost of Tools you use in your work is deductible from your income tax! The New Britain Machine Co., New Britain, Conn.



***Blackhawk***  
**HAND TOOLS**

# "I'm Bill Stern,

Leading sportscaster Bill Stern will broadcast his "Monroe Sportsreel" twice every morning, Monday through Friday, over more than 300 stations of the Mutual radio network, beginning January 1.



**MONRO-MATIC**

SHOCK ABSORBERS

# I'll help you sell

## MONROE-MATIC SHOCKS AND LOAD-LEVELERS\*"

"I'm joining one of the biggest promotional drives in the automotive service industry to bring you more customers for Monroe-Matic shock absorbers and Load-Levelers\*—two products that already have taken the trade by storm!

"My 'Monroe Sportsreel' will be beamed to

millions of car owners twice each morning, Monday through Friday, over your local Mutual network radio stations. I'll be tying in with Monroe's walloping advertising campaign in the top-circulation magazines to bring your sales of these two great Monroe ride control products to an all-time high!"

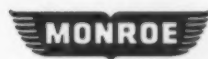
### BILL STERN'S "MONROE SPORTSREEL" ADDS TERRIFIC IMPACT TO THIS BIGGEST OF ALL AUTOMOTIVE SERVICE CAMPAIGNS!

Millions of car owners—your customers—see big, full-page Monroe ads month after month in LIFE, THE SATURDAY EVENING POST, POPULAR MECHANICS, SPORTS AFIELD. (This advertising, while national in scope, is designed to whip up sales right in your community.) There's a landslide of Monroe promotional material available for you—newspaper mats, radio and TV spots, 24-sheet posters, display stands, window streamers, folders to hand to your customers—to help you tie in directly with this all-out campaign!



**Monro-Matic shock absorbers** stabilize a car, keep wheels from bouncing off the road, prevent hard steering and extra tire wear... give an extra measure of safety. The 60-day Free Ride guarantees customer satisfaction.

**Load-Levelers\***—Monroe stabilizing units with built-in ride control for a level ride under all road and load conditions—prevent bumping on driveways, swaying on curves, and "bottoming." Hottest item in the trade!



If you're not already tied in with this greatest of all Monroe promotions, check today with your jobber for details on the big profit-making deals waiting for you!

**MONROE AUTO EQUIPMENT COMPANY • Monroe, Michigan**

In Canada, MONROE-ACME LTD., Toronto, Ontario • In Mexico, MEX-PAR Box 21863, Mexico City

**WORLD'S LARGEST MAKER OF RIDE CONTROL PRODUCTS**

# Readers are invited to contribute to— **SHOP TALK**

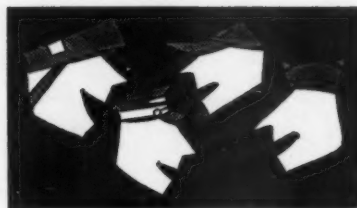
## IT'S A LONG ROAD

The longest continuous section of interstate highway under contract in the entire nation is now under construction in South Carolina on Interstate Route 26 from a point near the North Carolina line to U. S. Route 17-A in Dor-

chester County. Over-all length is 204 miles.

Confirmation of the fact was received from the U. S. Bureau of Public Roads, according to *Carolina Highways*, official publication of the South Carolina Highway Department.

Another interstate highway now



A column of informal comments about the automotive trade and its problems

## WANTED

**DEALERS FOR THE NOVI DELUXE  
AUTOMOBILE AIR CONDITIONERS**



**NOVI No. 1** **QUALITY  
PERFORMANCE  
PRICE**

**Superior Cooling  
Beautiful Design Advanced Engineering  
Greatly Reduced Installation Time**

Adapter kits packaged and sold separately for greater flexibility in sales. Five Novi warehouses assure fast delivery and lower inventory investment.

**90 DAY WARRANTY ON PARTS**

**SPECIAL  
DEALER  
PRICE** **\$182<sup>50</sup>** Complete with clutch  
Federal Excise Tax  
included.  
F.O.B. nearest Novi warehouse

**NOVI SALES AND SERVICE CO., INC.**

WAREHOUSES: 2501 South Grand Avenue, Los Angeles, Calif. • 2112 West 7th Street, Fort Worth, Texas • 2932 Troost Avenue, Kansas City, Missouri • 20830 Coolidge Hwy, Detroit, Mich. • 190 Fourteenth St., N.W., Atlanta, Ga.

For information, write Novi Sales and Service, 20830 Coolidge Hwy, Detroit, Michigan

under construction brings the total of interstate highways under some stage of actual construction within the state to 280 miles.

On a total mileage basis, South Carolina has stood second from the top in the nation for several months, according to the publication. Texas is first.

## WANTED: PARTS BOOK

*Fitzgerald, Ga.*

Gentlemen:

Please advise us if you have or where we may obtain a parts interchange book for automobiles, trucks, tractors, diesel and gasoline engines.

H. C. O'NEAL,  
Office Manager,  
Fitzgerald Motor Co., Inc.  
(Ford)

You might try Hollander Manual Co., 7007 Walker St., Minneapolis, Minn., or W. H. Wallace, 2505 Preston, Columbia, S. C.

## SHORTCHANGING OLE MISS

Someone connected with Universal Underwriters, Kansas City, Mo., has shortchanged Mississippi and the Confederate states in general.

The attractive invitation to UU's "Rebel Jamboree" at the annual

Address any comments to: *Southern Automotive Journal*, 806 Peachtree St., N.E., Atlanta 8, Ga.

# Nothing says Quality like the 1960 De Soto

*the best reason why  
it pays to be a De Soto Dealer*



convention of the Mississippi Automobile Dealers Association last month at Biloxi featured a cover with a Confederate flag, magnolias and cotton, etc. But the flag had only 12 stars!

### FLOOR PLANS, ANYONE?

Bethany, Mo.

Gentlemen:

In a previous issue of your magazine you ran an article on different shop arrangements. Inasmuch as we are planning to build a new building to house a small new-car dealership, we would be very much interested in any floor plans that we could apply to our specific needs.

JAMES L. RICE,  
Service Manager,  
Hunter Motor Co. (Dodge-Plymouth)

*Glad to send some tear sheets to you and will be happy to send some to other readers as long as the supply lasts.*

### "COMPACT" CABLE

Although the Corvair is classed as a "compact" car, there is nothing compact about the flexible cable leading from the transmission situated in the rear of the car to the speedometer.

The cable, tailor-made by AC Spark Plug Division of General Motors along with a group of unusual parts for the Corvair, is 138" long—nearly twice the length needed for the regular Chevrolet!

### CAN YOU QUALIFY?

A job as association manager probably awaits *anyone* whose qualifications coincide with those outlined by the Northern California Motor Car Dealers Association and published in a recent bulletin of the Tennessee Automotive Association.

To qualify, applicant must be a man of vision and ambition, an after-dinner speaker, before and after dinner guzzler, night owl, able to travel all day and make out reports all night and appear fresh the next, learn to sleep on the floor and eat two meals a day to economize on traveling expenses, so he can entertain friends in the next town.

Must be able to entertain wives, sweethearts and stenographers

without becoming too amorous; be happily married with a large family, and have a wide range of telephone numbers, knowing none of those involved; must inhale dust; drive through snow ten inches deep at ten below and work all summer without perspiring or acquiring B. O.

Must be a man's man, a lady's man, a model man, a good husband, fatherly father, a good provider, a plutocrat, a Democrat, a Republican, a new dealer, an old dealer and a fast dealer. A technician, a

politician, a mathematician, an old airplane mechanic, and an authority on plumbing ware, codes, laws and marketing techniques, and also know how to fix old cars. Must be a competent steno and typist, able to do 150 words a minute and keep a cigar going full blast—an inoffensive cigar, at that.

Must attend all meetings, conventions, funerals, visit hospitals and jails, contact and soothe the feelings of all members, prospective members and ex-members in his territory, and take time for

## Never more sales power these exclusive "problem-solvers" help you

**MOOG STEERING STABILIZERS**  
Most late-model cars have problems due to idler arm looseness and bending. MOOG furnishes the most complete line of ball-bearing idler arm kits... engineered as a permanent correction, not a gadget.

**MOOG ADJUSTABLE BALL-JOINTS**  
The hottest line in the industry. MOOG—and only MOOG—enables you to take care of those loose ball joints "that won't play ball."

**UPPER-INNER SHAFT KIT**  
Solves extra camber problem for 1955-57 Chevrolets and bending of cross member. This kit wins friends on those big, tough alignment jobs.

**MOOG CAR-BUOY**  
No need to discard good shocks with this shock-spring. Exclusive brackets prevent additional stress on shock welds. Spring coated with rubber-like plastic for quiet ride. Nothing like it.

These exclusive MOOG parts are packed with special features that make them easy to sell to customers with steering and tire-wear problems. Most of these problems require more than one part to correct. By stocking, displaying and featuring MOOG's complete under-car line, you open the door to big profits in the fastest growing segment of the automotive service market.

good-will work with the local auxiliary (and the state and national auxiliary as well).

Must mow the lawn, know the governor and own a car that is neither larger than any members, nor smaller. Must be able to compute mileage, drift, ground speed, gas consumption per block per minute, wear and tear on the tires and depreciation on the paint job. Car must be new enough to create respect in all those who see it, but old enough to avoid charges of "putting on the dog."

Must be able to edit magazines without spending time on it; own attractive home suitable for committee meetings, but not sumptuous enough to cause comment by those attending. Must know labor law, criminal law, law of supply and demand and how to make an expense account and voucher stick the first time it is submitted.

Must have unlimited endurance and frequent over-indulgence in wine, wind and gab; must be an expert talker, liar, dancer, traveler, bridge player, golf and poker

player, authority on palmistry, physiology, psychology, hydraulics, cats, dogs, etc.

Must be ugly enough to be trusted by husbands and attractive enough to be interesting to wives. Parolees need not apply.

### DISSATISFIED CUSTOMERS

Automotive equipment and service, and used cars, ranked seventh and ninth, respectively, in a study conducted by the Better Business Bureau of Pittsburgh to discover which business classifications created most frequent customer dissatisfaction in that city.

Six other classifications induced more complaints than automotive equipment and service businesses, the findings disclosed, and eight others caused more complaints than sellers of used cars.

Most common cause of customer dissatisfaction with franchised and independent sellers of used cars was non-fulfillment of a guarantee or contract, followed by non-fulfillment of a promised adjustment.

### Dealer Step Up "Net"

(Continued from page 32)

Make sure your controller or top office man requires all invoices to be checked for accuracy on both sales and purchases—that he spot-checks some himself—that repair orders are reviewed to see that your customers are being billed properly—that purchases are reviewed to be sure you are getting a competitive price.

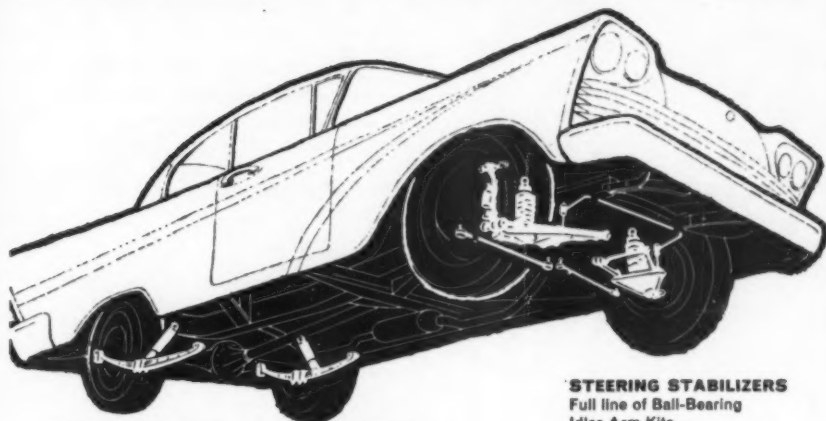
One of the biggest leaks a business can have is embezzlement or other forms of stealing. Your brother dealers could give you a long list of cheatings, frauds, pilferages and so forth. Over the years we have experienced payroll padding, wholesale time ticket ringing, collusion with suppliers for over billing, delivery of unbilled parts from our stockroom to customer garage, unauthorized use of cars, unauthorized drawing of gasoline and abuse of petty cash, postage stamps, long distance telephone and many other schemes.

### Fairchild Dies in Ashland, Ky.

Troy E. Fairchild, Sr., 62, pioneer automobile dealer (Buick-Cadillac) of Ashland, Ky., died recently. He had been a director of the Kentucky Automobile Dealers Association for the past two years.

*in a single line . . .*

## profit from the COMPLETE MOOG LINE



**SHOCK ABSORBERS**  
With Meter-Action Valves  
and Gusher-Bearings.

**BALL-JOINTS**  
Both adjustable and conventional types.  
Most complete line in industry.

**LEAF SPRINGS**  
Electrically heat tempered  
alloy steel for longer life.

**PASSENGER CAR HELPER SETS**  
Solve the light rear spring  
problem of late model cars.

**TIE-ROD ENDS**  
Gusher-Bearings "breathe"  
oil, fight wear.

**KING BOLT KITS**  
Greater impact strength.  
Precision tolerances.

**STEERING STABILIZERS**  
Full line of Ball-Bearing  
Idler Arm Kits.

**COIL ACTION PARTS**  
Install faster, last longer! Thanks to  
MOOG engineering.

**COIL SPRINGS**  
Designed with Built-in  
Overload Factor.

**MOOG MEANS MORE  
UNDER-CAR BUSINESS!**



MOOG INDUSTRIES, INC., ST. LOUIS 33, MISSOURI, U.S.A.

Dear Bill,

Your account of a brake failure on the family chariot came at a time when I was doing some soul-searching along the same lines, for, believe it or not, one of those "seasonal" deals was upon us at the time you wrote.

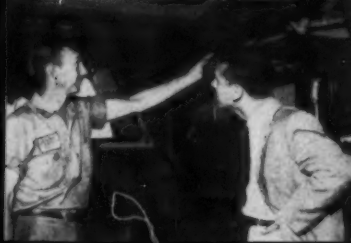
As we have discussed many times in the past, certain types of service troubles descend on us in cycles, with no possible way of predicting the why and wherefore of the visitation. At this time we actually got called into court to



## A REVEALING INTERVIEW with OZZIE ANDERSON

Night Manager, State Road Auto Service, Cuyahoga Falls, Ohio

This is a dirty job, sir, but I'll get my hands clean in 30 seconds...

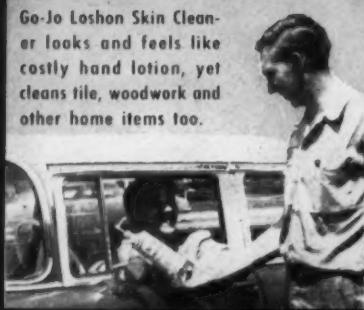


This dispenser for Go-Jo heavy-duty Creme Hand Cleaner means no more cracked and dirty "mechanics' hands" for me. By the way, we sell it in a 14 ounce can.



We sell new Go-Jo Loshon Skin Cleaner, too. Our customers keep a can at home and in their cars for quick, easy, "on-the-spot" cleaning... with or without water.

Go-Jo Loshon Skin Cleaner looks and feels like costly hand lotion, yet cleans tile, woodwork and other home items too.



FOR YOU...AND YOUR CUSTOMERS GET THE BEST. GET...



FOR HEAVY DUTY HAND CLEANING.



FOR HOME USE.



BOTH WITH LANOLIN AND GT-7\*

\* A powerful antiseptic.

# Go-Jo CREME HAND CLEANER LOSHON SKIN CLEANER

GOJER, INC. Box 991 Akron 9, Ohio

Represented By:

- N. A. WILLIAMS CO. Inc, 3133 Maple Drive N.E., Atlanta, Georgia
- LEE HUGHES, 1200 Park Hills Court, Louisville, Kentucky
- J. W. LOVELADY, 1312 W. T. Waggoner Bldg., Ft. Worth 2, Texas
- E. J. ROELANDT & ASSOC., 5941 Baum Blvd., Pittsburgh, Penna.

testify in an accident case where one of our customers had a run-away with a car we'd serviced only a few weeks before. And then, as if to add to our embarrassment, three other "patients" had brake failures which fortunately didn't end up in an accident or lawsuit.

Had any one of the jobs been honest mistakes or plain "boners" by any of our mechanics, we'd have had some ground on which to start building an improvement program, but the nerve-shaking truth is, we don't know exactly what to do to insure against such mishaps!

Probably some change in the economic structure whereby we sell a complete brake overhaul from stem to stern instead of a simple reline periodically would improve the situation, but I don't see much chance in that area.

Our problem jobs all occurred in the hydraulic operating portion of the brake systems where we had not worked, instead of in the mechanical and friction portion where we had indeed a job within a few weeks or months before the trouble occurred. Our new linings and turned drums were not much help to the driver when the hydraulic system failed.

Only one of the cars had power brakes, and his failure was mechanical, since the push rod ball popped out of the socket and settled against a shoulder in the housing to give the driver plenty of "pedal" but no brake action, regardless of how hard he pushed on his brake pedal.

The others have been master cylinder failures resulting in loss of fluid and no brake action in an emergency, or swelling or rupture of the piston cup with bad results when brakes were needed in a hurry.

We had tested and inspected each job when we relined the

shoes, but had not sold the owners any hydraulic system work since none seemed necessary. It is difficult to impossible to know how much time and mileage have passed since hydraulic system work has been done—or to predict the life of the system because of the many variables involved.

And to toss in an overhaul of the hydraulic system price when estimating the cost of a brake job when the customer wants only a replacement of worn linings is murder, for he has likely seen the bargain reline prices advertised in "specialist" shops, and is stretching a point to pay us more for the job as it is.

So as you may guess, we're hard put to find the answer, for we don't want to leave too many of our customers relying on chance after we've sold them a brake job.

You may depend on it that we are going to sell more hydraulic system jobs, but we can't sell them all—and aren't sure they need it. But unless a better answer pops up, that will be the ticket.

Yrs,  
Ed.

## American Motors Warns About Regulators

**A**merican Motors Corp. has issued the following service bulletin:

Differences between the Delco-Remy charging-circuit components as used on the Rambler 6 and the Autolite components used on the Rambler American, Rambler Rebel and Rambler Ambassador can result in damage to the units when improper field polarization is attempted.

The Delco-Remy circuit used on the Rambler 6 is known as the "A" circuit where the generator field control resistance is between the regulator and ground. The field circuit is insulated in the generator and grounded through the regulator. To polarize the generator field magnets with units static and wiring properly hooked-up, a jumper is momentarily placed between the battery and generator armature lead connections on the regulator.

The Autolite equipment used on the Rambler American, Rambler Rebel and Rambler Ambassador has a "B" circuit in the charging system. In this circuit, the generator field is grounded in the generator at the generator ground brush and insulated in the voltage

Only \$2<sup>71</sup> a square foot  
for this **DIXISTEEL** building



This DIXISTEEL Multiple Rigid Frame Building has 41,800 square feet of clear span working area. The complete cost, including sprinkler system, was only \$2.71 a square foot.



\$3.75 a sq. ft. for this 40 x 60 DIXISTEEL Building, including air conditioning.



\$3.87 a sq. ft. for this 100 x 120 DIXISTEEL Lo-Line which makes an ideal clear-span bowling alley.



\$3.32 a sq. ft. for this 7,000 sq. ft. DIXISTEEL Building, including air conditioning and all fixtures.

Beautiful DIXISTEEL Buildings offer the easiest, quickest, most economical way to have a modern structure for any type of business . . . from small work shops to large manufacturing plants.

DIXISTEEL Buildings are available in two complete lines: Standard, with a 4/12 roof slope, and the new Lo-Line with a 1½/12 roof slope.



## FREE CATALOG!

Write for your copy of this illustrated, descriptive booklet on DIXISTEEL Buildings.

FREE ESTIMATES • NO OBLIGATION  
CONVENIENT FINANCING AVAILABLE

HOME OF  
**DIXISTEEL**  
PRODUCTS

Steel Building Division

**Atlantic Steel Company**

P.O. Box 1714, Atlanta 1, Georgia • TRinity 5-3441

regulator from ground. The field control resistors are inserted between the field and armature circuit to control generator output. To properly polarize the field magnets on this equipment, the following procedure must be used:

With units static and all wiring properly attached, remove the generator field lead from its terminal on the regulator and momentarily touch it to the battery terminal on the regulator. Re-attach the field lead to the field terminal on the regulator and the

system is ready to function normally with correct polarity.

### When the Union Comes--

(Continued from page 39)

to work there?

Take a good look at your management, shop foreman, service manager. Are they competent leaders? Are they liked and respected by your employees?

It is surprising how many, many times a union movement has been started within a business because

of poor management techniques, particularly on the departmental level.

Now, analyze your hours of work. Does everybody work the same number of hours? If not, here again is a good breeding ground for labor organization. Do your employees have ready access to top management in case of grievance or complaint? Too often we hear employees say, "Guess the boss is too busy to talk to me." Unless an escape route is provided, these complaints can build up pressure and become real headaches for you.

You folks were kind enough to invite me here and ask me to discuss with you "organized labor from the dealer's standpoint." I chose to title this talk "The Road to Understanding," and here are the guideposts that I hope will take you down this road. Sit down and write out your policies with regards to working hours, vacations, recognition of seniority, salary advances, sick leave, hospitalization and life insurance, overtime, stated holidays — whether paid or not, promotions and transfers, and any other items which you feel to be a part of your policies or working conditions.

In some dealerships, this might be simply several mimeographed pages stapled together, and in others it could be a five- or six-page booklet. But let me emphasize this, regardless of how few or how many employees you may have, or how many benefits you may or may not have, reducing these to written form will go a long, long way toward keeping you and your personnel on The Road to Understanding.

### Perfect Circle Plans Bigger Facilities

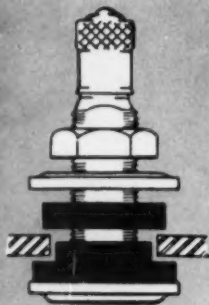
**P**LANs for a \$3,000,000 piston ring foundry near Rushville, Ind., which will have three times the capacity of its present facilities there, have been announced by Perfect Circle Corp. of Hagerstown, Ind.

Construction of a one-story structure to contain 80,000 square feet will begin as soon as practicable on an 80-acre site, according to President William B. Prosser, who said an opening date for late 1960 is contemplated. When completed, the new plant reportedly will house the latest in production equipment for foundry operation.

## ACME QUIK-MOUNT TUBELESS TIRE VALVES

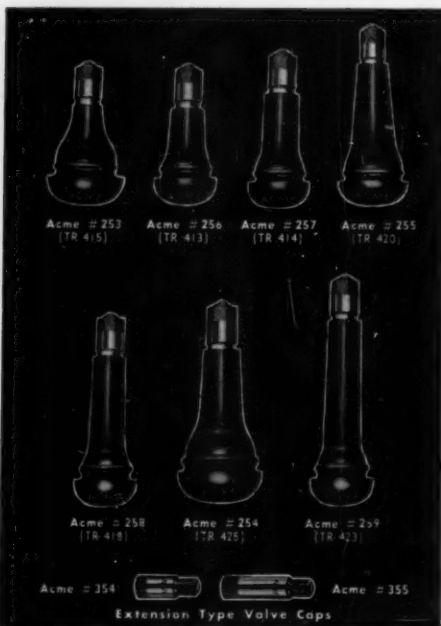
100% Coverage  
All Models  
All Years!

Mount  
Quickly and  
Easily



**ACME**  
for Accuracy

SINCE 1915



### NEWS ABOUT TUBELESS TIRE VALVES

Snap-in rubber covered Tubeless Tire Valves for all passenger cars including the new 14" and 15" rims.

Two extensions for access to the valve to facilitate air service. Threaded tops.

Universal Tubeless Tire metal Valves — Acme No. 251 to fit rims with oval and round  $\frac{3}{8}$ " rim hole and Acme No. 260 to fit 14" and 15" tires with both .453" and  $\frac{3}{8}$ " rim holes.

Both Valves are equipped with all necessary washers.

INSTALL A NEW VALVE WITH EVERY NEW TIRE

Complete Interchange Chart available upon request

**ACME AIR APPLIANCE CO., INC.**  
205 NEWMAN STREET • HACKENSACK, N. J.

*The new  
Toledo Steel  
forged aluminum  
piston...*



## powerforged

*Treat yourself to a  
trouble-free engine... install  
Toledo Steel pistons!*

The Powerforged is just one in Toledo's complete line of pistons, pins and sleeve assemblies for every standard and heavy duty application. Quality materials and precision manufacturing to original equipment specifications are your assurance of quick, easy installation and long, trouble-free performance.

**Up to 70% stronger** than conventional cast pistons! Power forging changes the grain flow of the aluminum in the Powerforged Piston. The new, denser grain is one reason for this piston's greater strength and longer life.

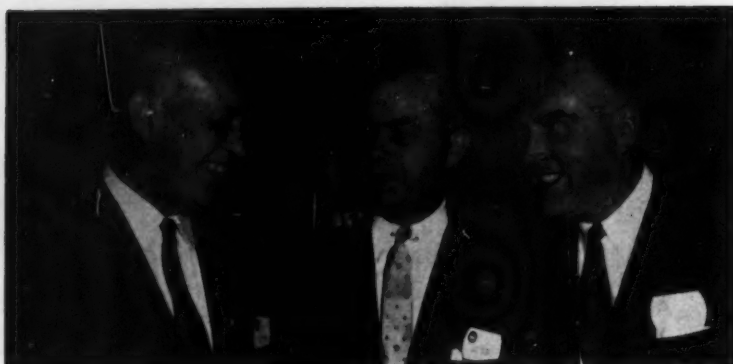


**TOLEDO STEEL PRODUCTS**

*Division of Thompson Ramo Wooldridge Inc.*

8402 CEDAR AVENUE · CLEVELAND 3, OHIO

WORLD'S FINEST AUTOMOTIVE PARTS



NADA's executive vice president (center) has traveled upward a long ways from the days when he was a weaver in a Carolina textile mill. Here he's shown last summer at the NADA reception for factory executives held at Detroit. At left is President John F. Gordon of General Motors Corp. and at right is L. L. Colbert, president of Chrysler Corp. Moore gained wide respect among dealers during his several earlier years as NADA's general counsel.

## Moore: Dealers' Champion

(Continued from page 37)

OADA that NADA would not budge one inch from its permissive legislative program. He spoke to the dealers forthrightly, without raising his voice, but with an intense solemnity. And now, as he discussed NADA in more detail, he did so in the same frame of mind.

"To succeed, we must base our whole program on realistic objectives, determined after a careful investigation of all facts," he said pointedly.

"We must realize the manufacturer and dealer are in this together. We have problems, they have problems. It is not a one-way street.

"I have found dealers as well as manufacturers completely receptive to that philosophy and it will be my dedicated purpose to keep the channels of communication open, so that when a problem does arise we will have the opportunity to sit down and analyze the situation and reach a conclusion that makes sense from the industry viewpoint.

"I feel strongly, too, that a solution of our problem does not lie in legislation, because I am convinced that for every problem you attempt to legislate away, you create more than you resolve. Our answer must come from recognition on the part of dealer and manufacturer alike that the public has to be served, and we will never get our problem resolved until we go back to a real, quality manufacturer-and-dealer program. And that does not mean lip service.

"The manufacturer should concern himself with giving his dealers a product properly manufactured, in reasonable volume, reasonably priced—and distributed on a basis that will sensibly meet demand in a particular market area.

"The dealer has to set himself up on a basis that will enable him

# EVERY AUTO NEEDS AT LEAST ONE OF THESE NEW PYROIL Rx PRODUCTS

Make more profits with presold Rx products. Pyroils big national advertising campaign, plus the greatest local newspaper program helps sell Rx products for you.



**Pyroil Rx-1 for sluggish motors** cleans out carburetors and engines fast! Purges out power robbing engine deposits.

Add to Gas, cleans out fuel pump, lines and jets. Purges carbon from valves and pistons.

Add to oil, frees sticky rings, cleans out gum and goo. Unbeatable for sticky hydraulic valve lifters.

**Pyroil Rx-2 for worn motors** stops oil burning fast! Forms a compression seal, prevents blowby. Contains CGA\* (Zinc Dialkyl Dithio Phosphate recommended by new car manufacturers.) Cam Guard Additive, plates cams, shafts, reduces friction.

**Pyroil Rx-3 for leaky transmissions** works two ways . . . 1. Stops leaks in automatic transmissions caused by shrinking and drying of seals. Brings new life into oil seals. 2. Cleans and lubricates transmissions, reduces gear and bearing wear and noise. Eliminates sluggish uneven shifting.

Pyroil Rx products are guaranteed. Developed by Pyroil, the originator of branded Automotive Additives. World famous since 1929.

NATIONALLY ADVERTISED . . . START MAKING PROFITS NOW  
See your jobber or Write the Pyroil Co.

**PYROIL**

The Pyroil Company, Inc., La Crosse, Wisconsin • Toronto, Canada

# Fred found there are three ways to profit when you stock the Silver Beauty line



Triple-A has made a super-salesman out of Fred. And he found it's easy! First of all, he's getting more charging business with his all-new Model 200 (with the unique "penthouse"). It lets the customer see what's going on, impresses him with Fred's efficiency and deluxe service. It makes Fred an authority so he can say—"A dead battery is a symptom . . . let's see what's causing the trouble." Maybe loose, corroded cables are robbing power. There's an easy sale of new Silver Beauty cable and strap. And a man who has just had battery trouble is ripe for booster cables to carry with him—if you have them on hand. Show him the striking Silver Beauty booster set box and ask for the sale. The way Fred does. It works.

Triple-A Specialty Company, Chicago

*Silver Beauty*®

*Silver Beauty 200*  
FULLY AUTOMATIC  
CHARGER  
10 AMPERE HOURS, 40 AMPERE HOURS / 150 AMPERE

everything for the battery but the battery itself

to give proper representation to his manufacturer on a sound merchandising basis, without gimmicks and temporary schemes that only add to the confusion and encourage the buyer to play a game of wits with the dealer.

"I don't know of any other field of merchandising where representatives of the public are determined to convince themselves and everyone else that they are better traders and can drive better bargains than the next man. Both manufacturer and dealer are large-

ly responsible for this attitude on the part of the buyer.

"If I have any basic objective or ambition for NADA, it is to preserve the franchise system and strengthen it, so the dealer may make a reasonable return on his investment, and so the manufacturer can sell his product in sufficient volume to maintain his position and satisfy his stockholders.

"This has been done in the past and I see no logical reason why it cannot be done in the future."

Moore had no idea of the num-

ber of miles he had traveled while at the staff helm of NADA for his first six months. He takes his tight travel schedule in stride, his only regret being that, under the circumstances, Mrs. Moore must be both mother and father to the Moore children.

On the road, his day usually begins with a long distance conversation with the NADA office in Washington. However, since his travels generally take him west of Washington, the time differential simplifies this matter. For at 7 a.m. where Moore generally finds himself, it is 9 a.m. in Washington.

## \$12,000 a Year in Tires

(Continued from page 35)

most out of an investment in tires.

One problem in selling tires is educating the customer to the safety of the tubeless tire. It is difficult making a car driver understand that a tubeless holds air and will not blow out. He finds it hard to grasp that even if a nail got into the tire and repair was delayed, the tire would have air seepage but not blow out.

Incidentally, we sold such a considerable number of tires that we placed in a contest and my partner, Donald Koop, won a trip to Bermuda. Despite this, we still continue to study and attend classes whenever they are given in tires and read up on factory literature and bulletins.

Equipment on hand for handling tire changes are the automatic tire changers and power wrenches. We offer no incentive for discovery of tire wear, though every one of our men is alert to a car's needs.

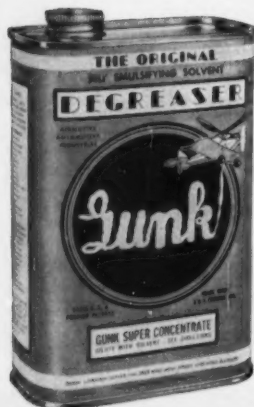
No matter what the repair, or what the complaint, we are not diverted from watching for tire wear. We regard it a Must on every car inspection.

## Sealed Power Expands Foundry

A \$400,000 foundry expansion program which will more than triple its semi-precision plate, large ring and miscellaneous casting capacity has been announced by Sealed Power Corp. of Muskegon, Mich. The program will involve installing a 12-station molding facility, semi-automatic sand conditioning equipment, electric furnaces and new shot blast cleaning equipment at the north end of the present foundry building, according to Gordon E. Reynolds, vice president in charge of manufacturing.

*"Be a GUNK-spert..."*

**MAKE MORE MONEY CLEANING ENGINES with GUNK® and NEW Ein-Zwei-Dry POWER GUN!**

® Reg. trade mark

**WHAT A TERRIFIC PROFIT COMBINATION FOR YOU!** Now degrease and clean engines *faster* with GUNK SUPER CONCENTRATE using the new Ein-Zwei-Dry Power Gun. Cost of enough GUNK-kerosine mixture to clean the average engine is only 35¢. Lets you make more money cleaning engines at a small investment. Also ideal for degreasing parts right on the wash rack. It's as easy as 1-2-3:

1. Power Gun sprays on GUNK with deep penetrating force to reach all dirty surfaces; permits thorough degreasing in minutes, without harming engine or ignition system.
2. Power Gun rinses away grease and grime emulsified by GUNK with non-splashing water jet; won't clog drains.
3. Power Gun dries cleaned areas quickly with controlled air pressure action.

"Be a GUNK-spert" - have your jobber demonstrate how it pays you to clean away grease, grime and oil with fast acting, safe GUNK. The best for keeping concrete floors clean, too. Remember, there's only one GUNK® - SUPER CONCENTRATE - it's the original and always the best!

Banners To Advertise  
"ENGINE CLEANING  
WITH GUNK"  
Are Available On Request  
From Your Jobber.



**GUNK CHICAGO CO., River Forest, Illinois**  
serving the Midwest and Southwest

**RADIATOR SPECIALTY CO., Charlotte, No. Carolina**  
serving the East, Southeast and far West





## ***New foreign car service*** **FROM JOHNSON BRONZE** *a complete line of Johnson Bearings & Weston Oil Seals*

Now for the first time, Johnson Bronze Company offers a complete line of Johnson long life **ENGINE BEARINGS AND WESTON OIL SEALS** for Foreign Cars—from Austin to Volvo.

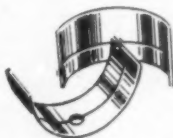
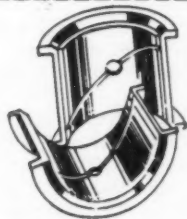
They are available from any one of Johnson's 20 sales-warehouses throughout the nation, ready for fast delivery to you. Don't pass up this opportunity to put performance-proved **JOHNSON FOREIGN CAR ENGINE BEARINGS** and

**WESTON OIL SEALS** to work for your customers.

The new Johnson catalog CB-59-B gives at your fingertips, complete size, undersize and interchange information for **Connecting Rod Bearings, Main Bearings, Camshaft Bearings, Thrust Washers and WESTON OIL SEALS**. It gives manufacturers' numbers and applications in specific imported cars. Write now for catalog. Johnson Bronze, 675 South Mill Street, New Castle, Pa.

*"Used as original equipment for over 40 years"*

**JOHNSON  
Bearings**



Main Bearings • Cam Shaft Bearings • Transmission Bushings • Con-rod Bearings  
 Piston Pin Bushings • Starter, Generator, Distributor Bushings



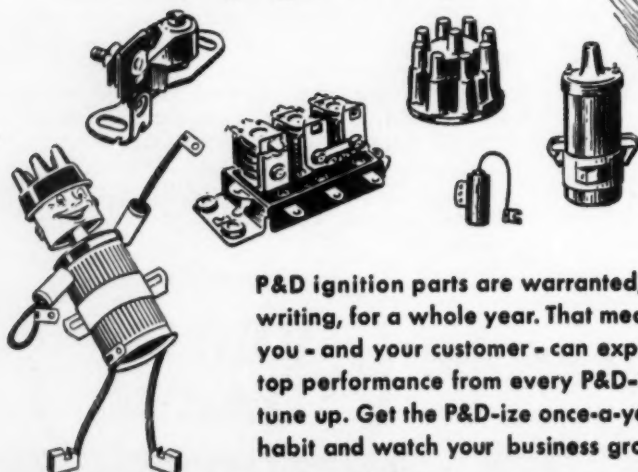
This group is part of a total of 203 brake mechanics and salesmen who attended a Grizzly brake clinic held recently by Tom Morgan, eastern sales manager, and V. L. Richards at The Horton Co. in Jacksonville, Fla. A similar clinic with 175 in attendance was held earlier with five Orlando and Winter Park, Fla., distributors participating. They were: Auto Machine & Parts Co., Kennon Bearing Service, Miller Machine Co., Earle G. Ward Auto Parts and Florida Automotive Brake Corp.

# P&D-ize

THE  
TOP  
PERFORMANCE  
TUNE UP



for every ignition system



P&D ignition parts are warranted, in writing, for a whole year. That means you - and your customer - can expect top performance from every P&D-ize tune up. Get the P&D-ize once-a-year habit and watch your business grow.

## P&D MANUFACTURING CO., INC.

STARTING - LIGHTING - IGNITION

19-02 STEINWAY ST., LONG ISLAND CITY 5, N. Y.

Export Sales: Borg Warner International, 36 So. Wabash Ave., Chicago 3, Ill.

### Door Service on Ford

(Continued from page 49)

1.—Check the alignment of the door. The door must be properly aligned before adjusting the striker plate. The striker plate is not meant to correct door sag.

2.—Remove the screws and, if necessary, shim the striker plate so that the aft surface of the auxiliary plate is approximately 7/32" away from the lock rotor (Fig. 9).

3.—Scribe a pencil mark on the pillar to maintain the vertical adjustment, and move the striker plate laterally to provide a flush fit at the door and the pillar or quarter panel.

Lock cylinder or outside door handle replacement:

When a lock cylinder is replaced, both door lock cylinders and the ignition lock cylinder should be replaced in a set. This will avoid carrying an extra key which will fit only one lock. The key code number is no longer stamped on the lock cylinder of the right-hand door.

1.—Remove the trim panel and pull the water shield away from the access holes.

2.—Remove the outside handle retaining screws and pull the handle away from the door.

3.—Disconnect the lock control to cylinder rod at the lock cylinder

and remove the door handle. Do not lose the large and the small pads.

4.—Remove the retainer screw and remove the retainer, spring, cylinder and seal from the handle.

5.—Position the seal, cylinder, spring and retainer in the handle, and install the retainer screw.

6.—Position the pads and the handle on the door and connect the lock control to cylinder rod.

7.—Install the handle retaining screws and check the operation of the lock.

8.—Install the water shield, the trim panel and the hardware.

Inside door handle replacement:

1.—Press the trim panel inward for access to the door handle retaining clip.

2.—Engage and remove the clip with a tool similar to the one shown in Fig. 10. If a tool is not available, grind a hook on the end of a hacksaw blade. The clip can be engaged and pulled out with this tool.

3.—Remove the handle, spacer and clip.

4.—Install the retainer clip in the slot on the handle.

5.—Point the handle in a forward direction approximately 45° above a horizontal line of the body, and press the handle and spacer into position until the clip snaps into its groove on the remove control shaft.

## Pushing a "Special"

(Continued from page 33)

ly without fear of cutting down on his earnings, he is a happier and more contented man and he is in a better frame of mind to sell customers on additional needed services. And, on the other hand, not gaining directly on the extra services, he is not tempted to sell a customer something he really doesn't need."

Also because of this plan of payment, the men are willing to work at night, if necessary, to get a customer's truck back into service quickly, knowing that they will get time off for their extra work when work slacks off to permit it.

## Renault Will Boost '60 Output by 30%

A 30% INCREASE in its production for 1960 over the 1959 level has been announced by Renault of France, according to Pierre Vignal, general export manager.

On a two-week inspection tour

of his company's facilities in this country, Vignal said Renault currently is producing some 2,300 cars daily at its various plants in the Paris area, adding "next year we expect to step this up to 3,000 cars daily." He was accompanied on his tour by Robert Valode, vice-president and general manager of Renault, Inc., American subsidiary of the French firm.

Vignal said Renault cars now are being sold in 98 countries. Sixth largest car manufacturer in the world, Renault of France op-

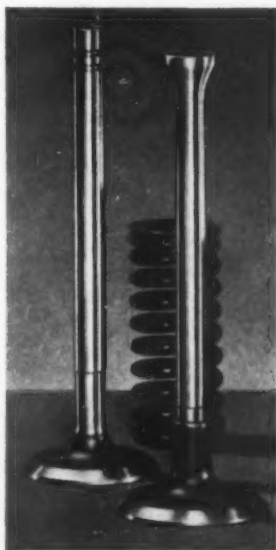
erates assembly plants in 11 countries. These plants are expected to turn out some 450,000 cars and 63,000 other vehicles this year, Vignal predicted.

## Snyder of Ace Rubber Dies

Floyd C. Snyder, 77, chairman of the board of Ace Rubber Products, Inc., Akron, O., died last month. He had headed Ace since its founding in 1935 and had been president of its predecessor, American Rubber and Tire Co.



"WE WOULD HAVE WALKED BUT MOTHER THINKS I NEED THE EXERCISE"




motor jobs turn out sweeter when you install . . .

## Manley airchrome valves and springs

Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representatives: Hirsig-Brantley Co., Jacksonville; J. S. Connell Co., Dallas.





# "Mister

...this handy tool assures proper OIL SEAL SEATING..... and driving safety starts with correct installation of quality parts!"

Properly seated oil seals are MUSTS for safe driving and customer satisfaction! To assure proper retention of wheel bearing grease under all road conditions, new, dependable oil seals should be installed every time a wheel hub is removed for service of any kind!

Re-using old, worn oil seals may permit grease leakage onto brake linings, causing dangerous braking fade and dissatisfied customers. New C/R oil seals keep grease in . . . keep abrasive road dust and dirt out!

Oil seals cost little . . . your customers will welcome their installation when you tell them of the big safety plus seals bring! And, you'll install them quickly and easily when you depend upon C/R's handy front wheel installation tool to seal them right!



**CHICAGO RAWHIDE  
MANUFACTURING COMPANY**  
SERVICE SALES DIVISION  
ELGIN, ILLINOIS

**HANDSOME, SALES-BUILD-  
ING STOCK DISPLAY CAB-  
INET** complete with time-saving  
C/R installation tool, tailor made  
service stock and bonus seals—is  
available from your C/R supplier.  
See him now for full details.



**SEAL EVERY SALE  
FOR SAFETY**





This group of garagemen from several Georgia cities, members of the Independent Garage Owners of Georgia, are shown attending one of the classes in automatic transmission study at the Chrysler Corp. training center at Atlanta. Night schools in carburetion and other subjects will be held later under direction of Chrysler technicians. These men came from LaGrange, Atlanta, Macon, Gainesville and Toccoa.

# SPARK

**IGNITION  
SERVICE  
PARTS**  
*Sales...*



"OK... DO A  
COMPLETE  
TUNE-UP  
JOB ON IT"

*"Sign Up"*  
WITH  
**GUARANTEED PARTS**

Join the thousands of large and small service shops adding up bigger-than-ever ignition service and parts profits—now. Put yourself in this picture with **GUARANTEED PARTS**. Low inventory investment gives you the **COMPLETE LINE** for all ignition systems—car, truck, tractor, marine, industrial, foreign car and small air-cooled engines. Here's how you get ahead when you "sign up" with **Guaranteed Parts**:

- \* **FREE** merchandiser cabinets to all dealers with the purchase of **Guaranteed Parts** stock. No dust catchers here, with **Guaranteed's** Stock Control System and Factory Change-over Plan.
- \* Quality tested parts priced to sell, with big profit margins, step up profits, build customer satisfaction, pull in traffic and repeat business.
- \* **Guaranteed Parts** helps you service and sell with technical data, eye-catching signs, promotional material and trade advertising.
- \* **Guaranteed Parts**—EASY TO SELL, EASY TO INSTALL, ALWAYS IN STOCK, EASY TO ORDER, FAST DELIVERY SERVICE.



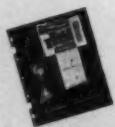
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**SENECA FALLS, N. Y.**

Serving the automotive trade for over fifty years.

**FREE**  
cabinets to  
dealers with the  
purchase of  
**Guaranteed  
Parts'** fast-  
moving popular  
service parts



**Individual Parts  
catalogs, Manual  
& tune-up data  
to fit all  
ignition systems**



**Point-of-sale signs  
and banners attract new and  
repeat tune-up service business**

## Vacuuming Sucks in Sales

(Continued from page 34)

side as well as out.

Second, when the ramp is not crowded and the men rushed with other cars, an attendant, seeing that the floor of a car needs dusting out, moves it to one side or asks the customer to move it, and he uses the vacuum instead of a brush or an air hose to clean the floor mat and floor.

"It does so much better job," Benes declared, "that it is obvious to the customer. Naturally he is inclined to come back."

He finds that vacuuming has a highly distinctive advantage in cleaning out the floors of many new cars and it is more satisfactory on practically all imported vehicles.

"Some new cars have wells in the floor, particularly in the floor in front of the rear seat," he explained. "You simply cannot sweep dust and dirt out of these wells; and when you blow it with an air hose, you merely blow it out of the wells and scatter it throughout the car. Naturally that is a poor substitute for proper cleaning."

Benes "merchandises" his vacuum service by keeping the new cleaner on the edge of the ramp, where everyone sees it; or he uses it at one side of the ramp, so that it is in plain view of everyone who drives in and may be seen by some who drive by. He moves the car

# One and the Same

FOR ORIGINAL EQUIPMENT  
OR REPLACEMENT

**DETROIT  
ALUMINUM  
AND  
BRASS**

*Michigan*  
**HI-THERM**



*Michigan* **HI-THERM**

**ENGINE BEARINGS**

There is only one right way to manufacture engine bearings. Michigan Hi-Therm bearings for replacement and the bearings we supply to original equipment customers are one and the same. Our complete Michigan line is made to the same standards, of the same materials, by the same craftsmen. We can meet all your engine bearing needs from babbitt to heavy duty copper-lead. Ask your jobber for Michigan Hi-Therm.



*The most satisfactory bearing  
jobs come from the red, yellow  
and black Michigan box.*

**Detroit Aluminum & Brass Corporation**  
3975 Christopher Avenue  
Detroit 11, Michigan

Manufacturers of engine bearings  
for original equipment since 1925

to this spot after it has been washed and greased, where the vacuum routine is carried through. It serves the double purpose of giving the workman more space to work and attracting attention of other customers and prospects at the same time.

In soliciting washing and greasing jobs, everyone working at the station uses the vacuum-cleaning angle as a selling point, and it works.

"Down here there are a lot of shell roads and streets and the

shell dust settles in the car and works into the floor and upholstery," Benes explained. "You simply can't clean it out by using a brush or even an air hose. You've got to pull it out with a vacuum cleaner. We explain this to a customer as a means of helping him to get the habit of coming back."

There usually are "too many" service stations in most communities, according to those operating in the community, Benes pointed out, and anything that gives one station an edge over others is a



Otis F. Ward (above) has been appointed manager of the General Motors Training Center in Memphis, Tenn., succeeding Wayman A. Smith, Jr., who retired Nov. 1 under the GM retirement plan. Ward, who joined the corporation in 1954, was, prior to his present appointment, assistant zone manager of the Pontiac zone office in Chicago. Smith joined GM in 1928 at Kansas City and held a number of posts in the South, including that of zone manager at Memphis, before being appointed first manager of the Memphis Center.

**No plumbing!  
No lines to cut!**

**NEW CAPAC**  
MAXIMUM CAPACITY  
*Duocron*  
**FUEL FILTER**

**INSTALLS IN SECONDS!**

UNTREATED ABSORBENT SURFACE ON FUEL-CONTACT SIDE  
RESIN-IMPREGNATED SURFACE ON DOWNSTREAM SIDE

**1-PIECE GASKET-AND-FILTER UNIT**  
Installs easily—instantly. Just insert in the sediment bowl! The job is done!

## 2-Stage Full-Flow Action

Filters out 4 times as much as other filters. "Fine contamination" barrier of Alpha Cellulose absorbs particles as small as 5 microns. Impregnated surface strains mechanically. Higher filtration capacity keeps fuel clean for top engine-performance.

- Removes All dirt, metal bits, rust, scale and gum
- Prevents carburetor clogging
- Overcomes sluggish performance
- Saves gasoline

5 Numbers fit 90% of modern cars and trucks.

A PRODUCT OF  
**WELLS MFG. CORPORATION**  
FOND DU LAC, WISCONSIN, U.S.A.

Mfrs. of Fuel Pumps, Automotive and Magneto Ignition Parts—Dependable Quality for over 50 Years



big factor in determining whether it makes a profit or merely stays open.

"Because it is so easy to buy gasoline and obtain other super-service stations' services," he said, "it is up to the operator to provide some extra reason why a car owner should drive past other stations in order to patronize a specific one. We use our vacuum cleaning service to provide that little something extra, and I don't think we could have made it to this point without it."

## 1960 Models Will Use 13% More Aluminum

**A**LUMINUM applications in automobiles will advance in the 1960-model year by an estimated per-car increase of 13%, according to V. E. Flaherty, automotive industry manager for Kaiser Aluminum & Chemical Sales, Inc.

Flaherty said estimates set the net, or finished, weight of aluminum components at a per-car average of 56.2 pounds for 1960, compared with actual net usage of 49.6 pounds in 1959 models. The gain, forecasted in Kaiser Aluminum's company-by-company survey of U. S. automotive manufacturers, follows a ten-year trend in the industry of annual increases in aluminum usage from ten to 15%.

Now... Easy and Quick Repairs  
for "Magic Mirror"\* Finishes... with

# DURACRYL®

ACRYLIC LACQUER



## Complete range of General Motors colors

With Ditzler's DURACRYL Acrylic Lacquer you get the same depth of color, high gloss retention and outstanding durability of the beautiful "Magic Mirror"\* finishes on today's General Motors cars.

• These brilliant coatings can be spot repaired or completely refinished with DURACRYL as quickly and easily as conventional lacquers. You need no additional or special equipment. Just use the easy DURACRYL system. Ask your Ditzler jobber for complete information about DURACRYL.

Ditzler Color Division • Pittsburgh Plate Glass Company • Detroit 4, Michigan



## DITZLER®

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

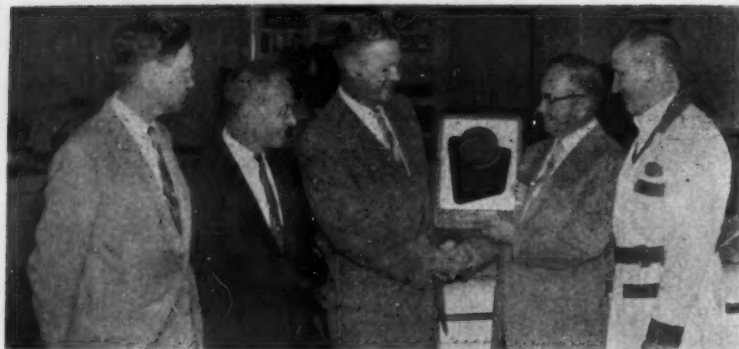
IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



This amazing new  
"MAGIC MIRROR"\*  
finish gives colorful  
and long-lasting  
beauty to GM cars.



\*General Motors trade-mark for Acrylic Lacquers.



Dwight Thomas (second from right) of Dwight Thomas Motors, Inc. (Mercury-Edsel-Lincoln), Hutchinson Kan., is shown receiving Ford Motor Co.'s "Quality Service" plaque from O. L. Carlson, divisional parts representative. Others pictured are (l. to r.): Cecil Armstrong, Kansas City district parts and service representative; G. E. Williams, Kansas City district parts and service manager, and Francis Schoepf, dealership service manager.



### Ben Gay says, "Jenolizing gets me \$173 extra business every week — customers really go for it!"

Ben Gay, owner of Ben's Carter Service in Portland, Oregon, does a general service station business including small repair jobs.

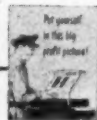
Last January he purchased a Model 750 Hypressure Jenny. Since then he has used it an average of three hours a day, seven days a week, cleaning and Jenolizing auto and truck motors and construction equipment. With every wash job a quick pass of the Jenny cleaning spray whisks dirt from whitewall tires.

Result? An average \$173 extra business for just twenty-one hours work a week! You can do as well. Write for full facts today.



**HOMESTEAD VALVE MANUFACTURING COMPANY**

Hypressure Jenny Division—Coraopolis, Pa. (In Canada: Hypressure Jenny Sales & Service, Ltd., 517 Jarvis St., Toronto 5, Ont. C.S.A. Approved.)



Send me full information on Jenolizing. "Bulletin AEP-1" gives you full details including time payment plan.

Name.....Title.....

Company.....

Address.....

City.....Zone.....State.....

99

### NADA Conventioneers Will Hear Economist

"1960 and the New-Car Dealer" will be the subject of the keynote address to be delivered by Arthur R. Upgren, director of the Bureau of Economic Studies, Macalester College, St. Paul, Minn., at the National Automobile Dealers Association's 43rd annual convention next month.

Other speakers will include U. S. Assistant Secretary of Commerce Carl F. Oechsle, who will address the group on "Profit—the Engine of Enterprise."

From 12,000 to 13,000 of the nation's franchised automobile dealers and representatives of the automotive industry are expected to attend the convention and exhibition, which will be held at the Shoreham and Sheraton-Park Hotels in Washington, D. C., Jan. 30-Feb. 3.

Sessions dealing with sales and service subjects and featuring outstanding authorities in these fields will be held throughout the meeting, as will special entertainment events.

The exhibition — only national trade show conducted exclusively for the new-car and new-truck dealer—provides an opportunity for dealers to examine the latest in equipment and service developments. It also offers an opportunity for manufacturers to display their products.

### Sandlapper Dealers Elect

New officers of the Tri-County (S. C.) Automobile Dealers Association—composed of Orangeburg, Calhoun and Bamberg County dealers—are: Ben H. Brickle of Orangeburg Auto Co. (De Soto-Plymouth), Orangeburg; J. C. "Cap" McMillan of McMillan Chevrolet-Olds, Denmark, and E. A. Crout of E. A. Crout Co. (Ford), Holly Hill.



CP-714-14 Body Shop Set,  
other sets available

# THE CP-714 ZIP-GUN

## CAN BE THE MOST VERSATILE TOOL IN YOUR SHOP

This air-powered CP Zip-Gun is a hammer to do dozens of different jobs better, faster, smoother. It's more powerful, too . . . yet weighs only 3½ lbs. Use it for cutting, shearing, ripping, punching, bumping . . . driving. Flexible control with CP spool valve design lets you ease your way through delicate panel trimming, split bushings, or cut a bolt with the full 4" stroke hammer action. CP Zip-Guns need only 4 c.f.m., about the same as a grease gun. Your Zip-Gun is always safe. Available in metal carrying case with choice of tools and accessory items. Call your jobber for a demonstration or write for Catalog SP-3042.



Cutting license plate bolts



Shearing blind screws



Speeding muffer work



Driving bushings



**Chicago Pneumatic** 8 East 44th Street, New York 17, N. Y.

AIR AND ELECTRIC IMPACT WRENCHES • PNEU-RAULIC TRUCK JACKS AND PUMPS • ZIP-GUNS • HEAD BREAKERS

**THERE'S NOTHING  
LIKE A  
NEW CAR!**

**THERE'S  
NOTHING  
LIKE  
A  
NEW  
CAR!**

**THERE'S NOTHING LIKE A NEW CAR!**



That's the theme of a dramatic new series of advertisements directed to millions of potential new car buyers by General Motors.

The people who will read and act on these messages look forward to unprecedented prosperity . . . to earning more disposable income tomorrow than ever before . . . and to having the leisure time to enjoy such prosperity to the fullest. Yet economists say that this will be only the beginning! They forecast even higher incomes and living standards for the decade ahead.

To enable General Motors dealers to continue sharing in the prosperity of this expanding economy,



**GENERAL MOTORS**  
**GO GM FOR '60**

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • ALL WITH BODY BY FISHER

such advertisements as the one illustrated are used to convince consumers of the benefits that only new car ownership can bring for the whole family. The excitement, pleasure, comfort and safety that come with a new car. The fact that nothing else can return so much over so long a time as will their investment in the sparkling new styling and advanced engineering features of the 1960 GM cars.

These advertisements will be seen by millions of qualified prospects in leading national publications. The scale of this program helps to explain just why it will be great to be a GM dealer in the Sixties!

# INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

**Help yourself to free literature  
and more details on any prod-  
ucts mentioned in this issue.**

Instead of writing a dozen different manufacturers for free literature and more information on parts, equipment, accessories or services, just insert the appropriate key numbers of the New Product or Booklet listings in which you are interested. For more information on advertisements, just indicate the page number on which it appears.

Be sure to print or write legibly your name and address—drop it in the nearest mail box and

**SAJ pays the postage!**

DECEMBER 1959

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

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I want details on these New Products . . . Fill in numbers

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Send more information on following advertisements

(List page No. Also company name if more than one ad on page)


My Name . . . . . Position . . . . .

Company Name . . . . .

Type of Business . . . . .

Street . . . . .

City . . . . . Zone . . . . . State . . . . .

DECEMBER 1959

Send me these FREE Catalogs and Bulletins . . . Fill in numbers

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I want details on these New Products . . . Fill in numbers

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Send more information on following advertisements

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My Name . . . . . Position . . . . .

Company Name . . . . .

Type of Business . . . . .

Street . . . . .

City . . . . . Zone . . . . . State . . . . .

**These cards  
can help  
you get  
valuable  
information**



Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 882, SEC. 34.9, P. L. & R., ATLANTA, GA.

**Southern Automotive Journal**  
806 PEACHTREE ST., N. E.  
ATLANTA 8, GEORGIA

Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
If Mailed  
in the  
United States

**BUSINESS REPLY CARD**

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**Southern Automotive Journal**  
806 PEACHTREE ST., N. E.  
ATLANTA 8, GEORGIA

# HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

**112 SOUND SLIDE FILM** — entitled "Automotive Wheel Bearings is the first in a series of audio-visual aids designed to provide bearing salesmen, servicemen and replacement parts men with practical and useful information on various applications for ball, roller and engine bearings and on oil seals. Federal-Mogul Service, 11031 Shoemaker Ave., Detroit 13, Mich.

**117 AUTOMOTIVE ELECTRICAL EQUIPMENT CATALOG #D-200** — Applies to automobiles, trucks, trailers, farm and industrial equipment. New 64 page catalog covers entire field of automotive switches, connectors, wiring accessories, etc. Voltage ratings are clearly specified in large type for all switches, and other units. Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

**121 SALES AIDS AND MERCHANDISER CATALOG, FORM D-227** — Features a complete line of quality automotive electrical equipment mounted on effective "Business Getting" displays. This colorful 8 page catalog covers the entire field of switches, connectors, voltage reducers, etc. for automotive truck, trailer, bus, marine, farm, earth-mover and industrial equipment. Cole-Hersee Co., 20 Old Colony Ave., Boston 27, Mass.

**122 TIRE RETRUEING** — An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retrueing right on-the-car. Explains method using most advanced truing principle. Bear Mfg. Co., Dept. SAJ, Rock Island, Ill.

**134 MOOG RINGLINER** — Illustrated piston ring catalog carries listings and product information on complete line of Moog cast iron, partial chrome and Chrome Plus lines. Moog Industries, 6650 Easton Ave., St. Louis 14, Mo.

**141 MOOG STREAMLINER CATALOG** — Carries exploded views, detail illustrations and listings of leaf springs, main leaves, spring parts, shackles, shock links, tie rod ends, drag links, king bolts, coil springs and other coil action parts for cars and trucks. Moog Industries, Inc., 6650 Easton Ave., St. Louis 14, Mo.

**142 1958 MUFFLER CATALOG SUPPLEMENT** — Lists high efficiency mufflers and dual exhaust equipment for each model of 1958 cars. Grand Automotive Products, 2053 N. Ruby St., Melrose Park, Ill.

**144 RADIATOR SERVICING EQUIPMENT** — A new 48-page book "Blueprint For Profits" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

**146 HAND CRIMPING TOOL** — Descriptive circular. Strips and also crimps Rajah terminals to ignition cable. The Rajah Co., 35 Verona Ave., Newark, N. J.

**148 HANDY WALL CHART** — Pictures and describes the proper way to lift all 1958 cars with a one-end bumper lift jack. Blackhawk Mfg. Co., Dept. SAJ-25, Milwaukee 46, Wis.

**149 TIRE & TUBE REPAIR MATERIALS** are listed in this new 12-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas, Texas.

**150 TRANSMISSION JACK CATALOG** — covering the complete line of automotive and truck hydraulic transmission jacks. Blackhawk Mfg. Co., Dept. SAJ-T1, Milwaukee 46, Wis.

**151 SERVICE JACK CATALOG** — describing complete line of service jacks from 1½ through 20 tons. Blackhawk Mfg. Co., Dept. SAJ-S1, Milwaukee 46, Wis.

**153 ONE-END LIFTS** — complete information on mechanical, hydraulic and air operated one-end lifts. Blackhawk Mfg. Co., Dept. SAJ-L1, Milwaukee 46, Wis.

**154 BLUEPRINT FOR PROFIT** — A booklet with case histories of dealers and shops who have increased profits servicing radiators. Information about necessary equipment, tools and supplies needed to set up. — Inland Mfg. Co., 1108 Jackson St., Omaha 2, Neb.

**155 MAKE MORE SALES ALL OVER THE LOT** — Attractive 2-color folder shows how to increase gas, oil and TBA sales and turn new customers into steadies. Pullman Vacuum Cleaner Corp., Dept. P, 25 Buick St., Boston 15, Mass.

**157 "PULL DOZER" CATALOG** — Hydraulic and mechanical body tool catalog describing the new revolutionary method of pulling out body damage from exact point of impact. Blackhawk Mfg. Co., Dept. SAJ-pd., Milwaukee, Wis.

**163 TIRE TOOL CATALOG** — Sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

**172 A-1919 FUEL PUMP SHOP MANUAL** — Contains the operation, testing, repair, installation and removal of fuel and vacuum pumps. D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

**173 HYDRAULIC PARTS** — Complete master catalog of the complete line of Eis hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1957. Eis Automotive Corp., Middletown, Conn.

**174 OIL SEAL POSTER** — second in a series to help you better understand the value of oil seals and the need for replacing with new seals. The colorful 9" by 25" posters are done in cartoon strips for easier reading and have several illustrations showing importance of tight seals to good vehicle braking. Chicago Rawhide Mfg. Co., Service Sales Div., Elgin, Ill.

**175 A-1920 SPARK PLUG SHOP MANUAL** — Contains inspection, cleaning and installation procedures as well as spark plug heat range system. D. Dwyer, AC Spark Plug Division, Flint 2, Mich.

**179 A-2446 CHART** — (In full color) Illustrating "What Your Spark Plugs Can Tell You About Your Engine." D. Dwyer, AC Spark Plug Div., Flint 2, Mich.

**183 BADGE-O-RAMA PROFIT KIT** — 83 piece profit kit of eye-catching badges, a different one for each week of the year given free with Pullman Vacuum. Pinned to attendant's shirt these silent salesmen promote seasonal TBA items at customer's eye level. For sample badge and full information write Pullman Vacuum Cleaner Corp., 25 Buick St., Boston, Mass., Dept. SAJ.

**184 NEW ILLUSTRATED CATALOG** of polishing and washing accessories. Includes information on M-19 Polishers, Dust Cloths, Synthetic and Wool Wash Mitts, Domestic and Imported Chamols, Buffing Discs and Bonnets, B-335 Cutting Pads, Pit-Bar Mfg. Co., 3311 E. 45th St., Los Angeles 56, Calif.

**185 SERVICE ENGINEERING BROCHURE** — A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Ind.

**186 FILTER CATALOG** — offers details on complete line of oil, air, fuel and cooling system filters. Lee Filter Corp., 43 River Road, N. Arlington, N. J.

**190 COOLING SYSTEM CLEANING** — Bulletin titled "Cooling System Maintenance an Open Door to Greater Profits," describes Jenny Steam Thoropurge the most modern and thorough method of reverse flushing cooling systems; also shows increased profits possible from its use. Write for Bulletin STP-5, Homestead Valve Manufacturing Co., P. O. Box 99, Coraopolis, Pa.

**207 1957 BRAKE SHOE CATALOG** — With illustrations of brake shoes and their proper application, etc. — National Brake Block Corp., 37-17 57th St., Woodside 77, N. Y.

**209 EXTRA PROFITS WITH STEAM CLEANERS** — 20-page booklet showing several models of Hypresure Jenny cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypresure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 348, Coraopolis, Pa.

## HELPFUL BOOKLETS FREE!

- 213 SHOCK ABSORBER CATALOG** NO. 320-T-A — A 16-page listing by numbers or by makes — shock absorbers for every automotive need — passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.
- 214 THE WHYS AND HOWS OF VOLTAGE REGULATORS**—Explains in simple language, every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.
- 222 "WHAT PRICE QUALITY"**—Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.
- 225 THE "CAMEL COOLIE" VENTILATED SPRING CUSHION** four color catalog page is now available. This newest product is hailed by the industry as a welcome addition to the Camel line. H. B. Egan Mfg. Co., Muskogee, Okla.
- 226 OIL LEAK DETECTOR** — Bulletin shows how hooking up the bearing oil leak detector reveals internal engine conditions, uncovers main, rod or cam bearing wear, plugged oilways, starved bearings, before tearing down the engine. Also describes how the detector checks the completed overhaul and pre-lubricates moving parts before turning over the engine. Illustrates two sizes with maintained oil pressure—one for cars, one for larger truck engines. Federal-Mogul Service, 11031 Shoemaker, Detroit 13, Mich.
- 228 ENVELOPE STUFFER**—describes in detail the starting fluid, fire extinguisher, spot remover and penetrating oil now available from Spray Products Corp., P. O. Box 584, Camden 1, N. J.
- 235 THE TRUTH ABOUT TUBELESS TIRE REPAIR**—Booklet based on 200,000 actual on-the-road test miles. Explains in detail the things that happen to a tubeless tire when it is punctured and describes the only safe, sure method of repair. By reading this booklet and making the repairs as described in it, you can guarantee that your patch will last the life of the tire. H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee, Okla.
- 236 INSTALLATION OF SHOCK ABSORBERS**—Detailed instructions for the removal and installation of direct action shock absorbers. Stem and loop end types for both leaf and coil spring installations. Monroe Auto Equipment Co., Monroe, Mich.
- 241 BRAKE SERVICE MANUAL** — A 16-page booklet giving complete instructions on servicing and installation of brake shoe assemblies in domestic and foreign passenger car and truck brake assemblies. Inco Mfg. & Sales Co., 10 E. Lafayette Ave., Baltimore 2, Md.
- 243 HOW TO SELL MORE OIL, OIL FILTERS, LUBRICATIONS & TBA ITEMS**—12-page illustrated booklet gives profitable tips on increasing your sales and making every customer a happy customer. Pullman Vacuum Cleaner Corp., 25 Buick St., Boston 15, Mass.
- 250 FUEL PRESSURE REGULATORS**—Informative folder answers such questions as "What is fuel pressure regulator", "Why do I need one", "Why isn't it original equipment", and "Is it guaranteed". Milemaster, Inc., 1550 E. 74th Place, Chicago 19, Ill.
- 255 TOOL CATALOG "W"**—112 pages gives pictures, description and specifications of the complete Snap-On Tool line of merchandise. Snap-On Tools Corp., Kenosha, Wis.
- 264 TIRE VALVES, EQUIPMENT AND TOOLS**—Complete jobber catalog describes the entire line; giving numbers, descriptions, packaging and weight of each item. Acme Air Appliance Co., Inc. 205 Newman St., Hackensack N. J.
- 265 TIRE VALVE WALL CHART** — Comparison chart shows application of tubeless tire valves by car name. Also shows the interchange stock numbers of other manufacturers. Acme Air Appliance Co., Inc., 205 Newman St., Hackensack, N. J.
- 267 AUTOMOTIVE BEARINGS** — Catalog 50-CE—a 63 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., 540 S. Mills Street, New Castle, Pa.
- 269 IGNITION PARTS MERCHANTS' DISER**—New 16 page illustrated manual describes and pictures complete new line of Merchandisers, their purpose and value to all types of ignition repair shops. Guarantees results through easy to read, up-to-date cataloging, backed-up by reliable information and accurate specifications to take "guess work" out of ignition business. Guaranteed Parts Co., Inc., Seneca Falls, N. Y.
- 271 AUTOMOTIVE CHEMICALS** — 8 page catalog gives description of each item in the Permatex line giving uses, parts numbers and sizes. Permatex Co., Inc., 300 Broadway, Huntington Station, New York, N. Y.
- 274 NEW WHEEL SERVICES** — Catalog lists 11 new wheel alignment and balancing services and is said to be the most complete catalog of its kind in the industry. The 20 page catalog describes and illustrates all of the new Bear equipment. Bear Mfg. Co., Rock Island, Ill.
- 275 PISTON RING** — 16-page booklet contains a description of the Modern Power features of Ramco Piston Rings complete with illustrations. Ramsey Corp., P. O. Box 513, St. Louis 66, Mo.
- 283 CARBURETOR WALL CHART** — Three color 17" x 22" trouble shooter chart locates the sources of seven common types of carburetor trouble and gives specific causes and remedies. Hygrade Products Div., Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.
- 288 LOTION-TYPE SKIN CLEANER** — Illustrated brochure gives you six pages of instructions on how you can cut hand-cleaning time and help prevent dermatitis. Gojer, Inc., Box 991, Akron, Ohio
- 289 CREME HAND CLEANER**—8 page booklet contains illustrated information on how you can save 75% on clean-up costs and safeguard employees against dermatitis and other painful skin irritations. Includes listing of other cleaning preparations, money-saving dispensers, and convenient brackets. Gojer, Inc., Box 991, Akron, Ohio.
- 290 IMPACT COLOR FILM**—15 minute color and sound film shows a car dropped from over 500 feet in the air to prove the impact resistance and holding power of their Plastik fillers. The impact was equivalent to a car crashing into a wall at 120 mph. Showings are available through your local jobber. Write to Unican Plastics Co., Inc., 915 Hartford Pike, Shrewsbury, Mass.
- 291 IMPACT RESISTANCE OF AUTO-BODY FILLERS** — 6 page 2 color brochure shows actual film clips of a startling impact test. A car was repaired with Plastik autobody fillers, lifted to a height of 525 feet by a helicopter and dropped. Inspection after the drop proved Unican Plastik's tremendous holding ability. Unican Plastics Co., Inc., 915 Hartford Pike, Shrewsbury, Mass.
- 292 A 12 PAGE FOLDER**—covering the remarkable flexibility of Plastik J-10. Makes use of both cartoons and actual photos to show the flexible properties of J-10. Unican Plastics Co., Inc., 915 Hartford Pike, Shrewsbury, Mass.
- 299 SELLING RING JOBS** — 8 page folder entitled "The Sealed Power 4-Way Check Plan" shows you the essential points necessary for successful ring jobs. Will greatly assist you in doing a better selling job with customers. Sealed Power Corp., 500 Sanford Ave., Muskegon, Mich.
- 300 VALVE CATALOG** — No. 59 gives 29 pages of alphabetical valve listings, and also includes interchange list and numerical list. Manley Valve Corp., 1523 Fairmount Ave., Philadelphia 30, Pa.
- 305 DUAL-PURPOSE TIRE REPAIR PATCHES** — Illustrated catalog describing new Self-Vulcanizing Dual-Purpose Patches. Metal dispenser cabinet for shop use — patches packed in handy dispenser cartons. Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.
- 306 NEW FRICTION TAPE DISPLAY** — Illustrated catalog covering entire line of Monkey Grip Friction Tape and Plastic Electrical Tape, features new merchandising rack for carded Friction Tape. Also, counter display containers for coxed tape. Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.
- 307 TIRE REPAIR MATERIALS, AUTO MATS, AND AUTOMOTIVE RUBBER PRODUCTS**—New complete 24 page catalog covering Monkey Grip Products for the Automotive Trade. Colorful, illustrated and informative. Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.
- 308 TUBELESS TIRE REPAIR PLUGS** — Molded rubber plugs for on-the-wheel puncture repairs in Tubeless Tires are described in new catalog. Plugs are available in complete shop assortment kit, consumer kit, and packages according to size. Monkey Grip Sales Co., P. O. Box 6170, Dallas 22, Texas.
- 309 ACILLOSCOPE AND TUNE UP MANUAL** — A new manual explaining operation of AC's new ACillo-scope spark plug tester and giving instructions for easy and accurate engine tune-up work. The 44 page manual contains more than 100 illustrations and is divided into five sections for easy reference. Advertising Dept., AC Spark Plug Div., 1300 N. Dort Highway, Flint 2, Mich.
- 345 HYDRAULIC BRAKE WALL CHART** — Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Els Automotive Corp., P. O. Box 701, Middletown, Conn.
- 370 EMEROL MFG. CO.** — Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oil, Hi-Rev Motor Tune-Up Oil. Shows uses, prices, description, dealer information. P. O. Box 871, Port Chester, N. Y.



## NEW PRODUCTS AND CATALOGS

### 600—Lubricator

A permanently air-primed portable lubricator, which, during lubrication, is said to provide the advantages of a power-operated unit, announced by Aro Equipment Corp., Bryan, O., may be loaded by owner's present chassis lubricator or with a filler and can be readied for use in minutes.

Light weight, unit is carried by a shoulder strap, holds 5 lbs. of grease



and provides one-hand operation for servicing cars or trucks. In use, operator first applies a permanent air prime through a valve in the container base, using service station air hose, then loader fitting is uncapped and unit is filled with grease. Compressed air actuates a piston which delivers the grease through the hose to control handle, which is a pressure-boosting type developing pressure to 7,500psi. Grease is automatically delivered to control handle as rapidly as needed, it was claimed, even in coldest temperatures.

Want more info? Use coupon on page 81 and you will get it!

### 601—Headlight Patches

Headlight patches for repair of 1955-1958 Plymouth headlight sections, announced by Schofield Mfg. Co., 1140 East 222 St., Cleveland 17, O., reportedly permit fast, easy repairs to Plymouth headlight sections damaged in collision or by rust-out without replacing the entire fender or building up the damaged area.

Want more info? Use coupon on page 81 and you will get it!

### 602—Brake Service Signs

Red, white and blue signs to attract new brake service customers to brake shops and service stations, offered by National Brake Block Co., 37-17 57th St., Woodside 77, N. Y., are made of heavy-gauge sheet metal, 18" x 24", with "Brake Service" printed prominently on them. Signs

are flanged and painted on both sides for convenient mounting.

Want more info? Use coupon on page 81 and you will get it!

### 603—Starting Unit

Developed for service stations and garages in starting cars with either 6- or 12-volt electrical systems, "Sure Starter" starting unit, announced by Exide Automotive Division, P. O. Box 6266, Cleveland 1, Ohio, has a separate hold-down base for rigid mounting to a service truck.

It is readily removed for remote service by releasing 2 trunk latches. A built-in, manually-operated charger maintains the 12-volt battery. Entire unit is controlled from the driver's seat of the car by means of a solenoid actuator on a 15' lead.

Want more info? Use coupon on page 81 and you will get it!

## FOR GREATER SAFETY

### KD's unique control for all Turn Signals

DASH OR COLUMN  
Mounting

## PUSH BUTTON SWITCH\*

### CLASS A

#### Turn Signals



KD 752  
Single Face

KD 753 Two Face

#### Turn Signals, Stop & Rear Lites



KD 754F  
Recessed Mounting

KD 754  
Flush Mounting

#### Switches



KD 721  
4-Way Flashing



KD 720  
Manual



KD 722  
Self-Cancelling

Before an accident delays your schedule, ask your jobber salesman for enough KD 723 Push Button Switches and Class A Turn Signals to equip all units. Revolutionary . . . unique . . . KD 723 is the Turn Signal Control you have always wanted . . . dash or steering column mounting. Dash mounting eliminates interference with driver's knees . . . no visible wires. As simple and wearproof as your electric light switch . . . so K-D gives you a lifetime guaranty against trouble! KD 723 provides positive control for turns, 4-way emergency flashing, stop lites when brakes are applied.

### K-D LAMP COMPANY

1910 ELM STREET • CINCINNATI 16, OHIO

Warehouses: Atlanta • Boston • Charlotte  
Chicago • Dallas • Kansas City • Los Angeles  
Memphis • Minneapolis • New York • Philadelphia  
San Francisco • Seattle

The Complete Line: Turn Signals, Truck Mirrors, Stop and Rear Lites, Reflectors, Clearance Markers. Lites are representative of K-D's complete range of service of Automotive Safety Products.

\*Patent Applied For



#### 604—Wheel Balancer

Adjustable legs permit an on-the-car wheel balancer, announced by John Bean Division of Food Machinery and Chemical Corp., 1305 S. Cedar St., Lansing 4, Mich., to fit 12", 13", 14", 15" and 16" wheels, eliminating the need for separate adapters for each wheel size.

Micrometer adjustment provides accurate centering of the balancer on



the wheel. Portable spinners are said to be lightweight and easy to handle and a special mounting permits tire expansion during rotation. Spinners are moved easily on rubber wheels. A top compartment for weights and tools has a hinged steel cover, while a rack is incorporated into the handle for convenient storage of the balancer. Spinners feature choice of single or twin motors.

Want more info? Use coupon on page 81 and you will get it!

#### 605—Putty

Packed in 1-lb. tubes, quarts and gallons, "Redskin" flash putty, introduced by Unican Plastics Co., Inc., 915 Hartford Pike, Shrewsbury, Mass., has been developed for filling in surface pits, creases and craters in car bodies to a recommended maximum depth of 1/4".

Advantages claimed are: product has a spread time of 2 1/2 minutes @ 75°F., a dry (to touch) time of 5 minutes and is ready for sanding in 15 minutes. "Redskin" is said to have excellent topcoating ability for primers, lacquers, enamels and acrylics and can be applied directly to bare and polished metal without the need for a primer undercoat.

Want more info? Use coupon on page 81 and you will get it!

#### 606—Bearing Catalog

Complete ball- and roller-bearing application information for 1941-59 automobiles and trucks reportedly is contained in a 116-page catalog, published by L & S Bearing Co., P. O. Box 995, Oklahoma City, Okla. Alphabetical and numerical listings are included for 61 passenger cars and trucks, plus foreign makes. Other information includes interchange tables, dimension charts and diagrams and over 100 illustrations of various types of bearings.

Want more info? Use coupon on page 81 and you will get it!

#### 607—Brake Shoe Catalog

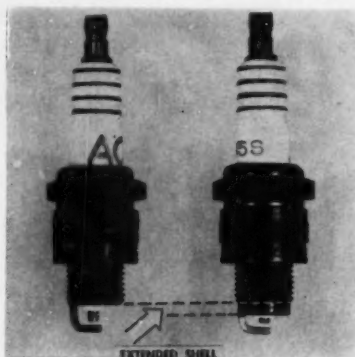
A 28-page bonded brake shoe catalog, announced by World Bestos, New Castle, Ind., contains complete shoe identification data, including drilled set numbers as well as bonded shoe set numbers, and provides a ready reference through 1959 for passenger cars, light and medium trucks (alphabetically listed) in both drilled and bonded sets and emergency linings, plus cross-referenced numerical listings by set and shoe numbers.

Want more info? Use coupon on page 81 and you will get it!

#### 608—Spark Plug

A spark plug with an "extended shell" design that reportedly provides all the benefits of the older "extended tip," without the disadvantages, has been announced by AC Spark Plug Division of General Motors, Flint 2, Mich.

In addition to improving electrode life, the "extended shell" design is said to guard against "drowning" or "flooding" of the electrodes, insuring car owners against hard starting problems. Developed primarily to eliminate side wire burning, the ex-



tended shell plugs feature a small collar extending from the threaded shell into the combustion chamber, permitting side electrode wire to be shortened to normal length and yet allowing point of ignition to remain deep in the combustion chamber where it can insure maximum performance at all speeds. Also, this location reportedly subjects the gap region to more turbulence, providing increased scouring and scrubbing action on the insulator tip to keep it free of fouling deposits. Extended shell plugs are manufactured to fit all makes of General Motors, Ford and Chrysler cars now using the extended tip plugs.

Want more info? Use coupon on page 81 and you will get it!

#### 609—Touch-Up Sets

"Auto Spray Touch-Up" car dealer assortments for 1960, announced by Dupli-Color Products Co., Inc., 2440 S. Michigan Ave., Chicago 16, Ill., are available for Ford, General Motors and Chrysler cars, including the Falcon, Corvair, Valiant and Dart.

Each assortment contains 20 aerosol cans. Large protective cap is finished in the color of the contents, while individual car make, color and stock

number are permanently indicated on the cap as well as on the bottom of the can.

Want more info? Use coupon on page 81 and you will get it!

#### 610—Oil Seal Promotion

"How Do You Fit into the Oil Seal Market," a brochure showing how profitable oil seals can be, not only to the jobber but to his dealer as well, published by Chicago Rawhide Mfg. Co., Service Sales Division, Elgin, Ill., points out when and where the majority of oil seal sales opportunities will be found and the importance of dealer service stocks to both the dealer and salesman, plus descriptions of a variety of sales promotion tools.

Want more info? Use coupon on page 81 and you will get it!

#### 611—Stop, Tail Lamps

One-piece acrylic plastic reflector-type lens, said to provide up to 50% more illumination than conventional lenses, are a feature of the "200" series stop and tail lamps manufactured by J. W. Speaker Corp., 3059 No. Weil St., Milwaukee 12, Wis.

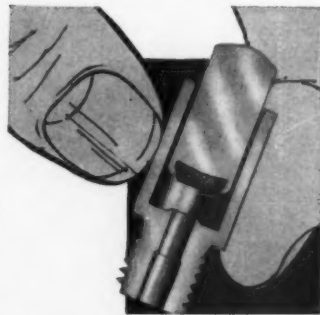
Lens is secured to the steel body with 2 screws, cutting bulb change time to a minimum, it was claimed. Lamps are furnished with a clear license illuminating lens and are available in several mounting styles to fit any commercial vehicle application, with or without license plate mounting bracket.

Want more info? Use coupon on page 81 and you will get it!

#### 612—Float Valve

A master float valve replacement for needle and seats, announced by Parker Brothers, Inc., 326 W. First St., Tulsa 3, Okla., when installed in the carburetor bowl is said to positively stop flooding from high fuel pump pressure, to smooth idling and to boost gas mileage on any car or truck.

A neoprene valve (instead of the conventional needle) with a smooth



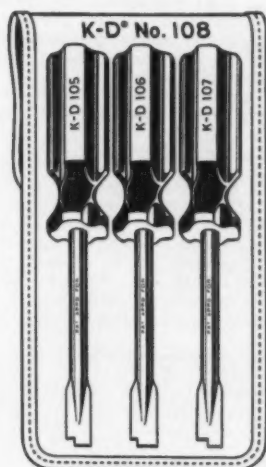
flat seat reportedly permits instant response of the slightest variation in float level. Where conventional needle valves must be set at high level to prevent "lean out" resulting in burned and warped valves, the "Master" float valve is said to produce very little "lean out" at high speed. The lower the valve is set (up to 1/4"), the better the car runs and the better the gas mileage, the manufacturer said.

Want more info? Use coupon on page 81 and you will get it!

### 613—Distributor Tools

Precision-engineered tools for adjusting breaker point clearance in Chrysler- and Ford-built distributors, announced by K-D Mfg. Co., 526 N. Plum St., Lancaster, Pa., are packed three to a plastic case, or come individually boxed.

After loosening the locking screw which holds the breaker assembly secure, offset in the nib of the tool



is placed in the hole of the plate with the blade resting in the adjusting slot. Turning tool right or left reportedly effects a delicate and accurate adjustment of point clearance which can be held while locking screw is being retightened. Made of tool steel, correctly tempered and rustproofed, tools have high-impact red plastic handles.

Want more info? Use coupon on page 81 and you will get it!

### 614—Volkswagen Heater Kit

To solve the Volkswagen's problem of heat circulation, a heater motor-blower kit, announced by Everhot Products Co., 2001 W. Carroll Ave., Chicago, Ill., is said to have been designed especially for these cars to circulate the heated air.

Complete with all parts necessary for fast, easy installation, kits include easy-to-follow illustrated instructions, 6-volt motor-blower unit, 2-speed illuminated heater switch, flexible duct hose, wire and special blower adapter.

Want more info? Use coupon on page 81 and you will get it!

### 615—Current Indicator

Allowing check of current drawn without removing the generator cable, a generator current indicator, introduced by Harvey E. Hanson Co., Lake Blvd. and Commercial St., Paw Paw, Mich., is said to quickly show charging rate.

V-shaped bracket on back of the hand-size tester eliminates connections, since it fits over the generator cable while the engine is running. Easy-to-read dial is calibrated 75-0-75 amperes.

Want more info? Use coupon on page 81 and you will get it!

### 616—Cleaning Guns

Four precision-made cleaning and lubrication guns, made by Binks Mfg. Co., 3114 Carroll Ave., Chicago 12, Ill., include the "160B" oil spray gun, "140B" engine cleaner gun, "150" blow gun and "190" blow gun.

Either blow gun may be equipped with a 10" nozzle extension. They are said to be ideal for dusting, drying or blowing out chips, shavings and filings. The "150" fits into the palm and has a convenient finger-actuated valve, while "Model 190" is a pistol-grip gun for jobs requiring more continuous use. With the "140B" engine cleaning gun, solvent is siphoned through a tube from a separate container, instead of from a cup mounted on the gun. Extension tube permits high pressure flushing of holes, casting indentations, corners, etc. Oil spray delivered by the "160B" is adjustable from light to heavy as the operation requires. Gun comes equipped with a metal oil cup which attaches to the gun.

Want more info? Use coupon on page 81 and you will get it!

### 617—Fuel Line Kit

Fuel line make-up kit, announced by The Weatherhead Co., 128 West Washington Blvd., Fort Wayne, Ind., is designed for use by service stations, garages, fleet or farm implement dealers for making up replacement fuel lines as they are needed without carrying a large inventory.

The "FL-85" contains 25' of 5/16" I. D. hose, 10' of 3/8" I. D. hose and a supply of ends and clamps needed to make up fuel lines for all late-model cars. Carton can be used as a counter display or a handy dispenser for keeping stock out of the way, but easy to reach, the manufacturer said.

Want more info? Use coupon on page 81 and you will get it!

### 618—Frame Lift

Any car, regardless of frame construction, reportedly can be raised with a swivel arm single-post frame lift, introduced by Weaver Mfg. Co., 2172 South Ninth St., Springfield, Ill.

Available in 3 models—air-oil-operated semi-hydraulic, air-oil-operated full hydraulic and electric-oil-operated full hydraulic—the lift will handle any American or foreign car or small pickup truck at the chassis pickup points recommended by the vehicle manufacturer, it was claimed.

Want more info? Use coupon on page 81 and you will get it!

### 619—Maintenance Set

Manually operated automobile and light truck maintenance set, offered by Owatonna Tool Co., 306 Cedar St., Owatonna, Minn., includes pullers, attachments, adapters and necessary accessories for removing and installing all tightly fitted parts such as gears, bearings, shafts, etc., with ease and without damage.

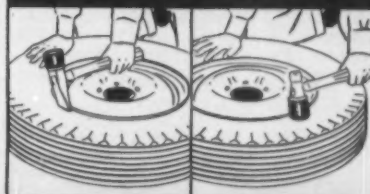
Each puller in the set is adjustable to cover a wide range of sizes, allowing application on all makes and models of automobiles and light trucks.

Want more info? Use coupon on page 81 and you will get it!

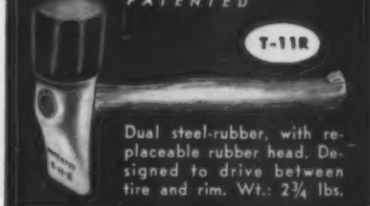
**Change Tires**  
**the Fast, Easy way**

**KEN** quality  
job-designed  
**HAMMERS**

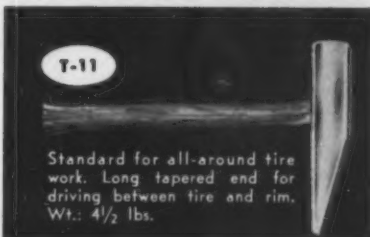
PASSENGER and LIGHT  
CARS and TRUCKS



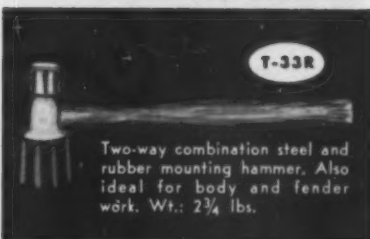
PATENTED



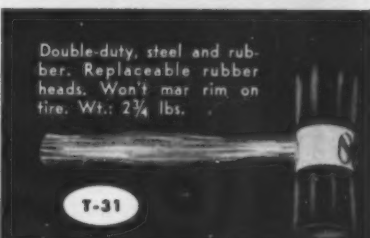
Dual steel-rubber, with replaceable rubber head. Designed to drive between tire and rim. Wt.: 2 3/4 lbs.



Standard for all-around tire work. Long tapered end for driving between tire and rim. Wt.: 4 1/2 lbs.



Two-way combination steel and rubber mounting hammer. Also ideal for body and fender work. Wt.: 2 3/4 lbs.



Double-duty, steel and rubber. Replaceable rubber heads. Won't mar rim on tire. Wt.: 2 3/4 lbs.

T-31

SEE YOUR JOBBER

SAVE LABOR, TIME AND MONEY.  
INSIST ON KEN TOOLS. Finest Quality and Design. Largest Exclusive Mfrs. of Tire Changing Tools and Equipment.

**The KEN-TOOL Mfg. Co.**  
AKRON 5, OHIO

## 620—Motors

Two universal small motors to replace 200 heater, defroster and air-conditioner motors come in a dealer "package," introduced by Everhot Products Co., 2001 W. Carroll Ave., Chicago, Ill., and consist of 6- and 12-volt motors reportedly designed to give service stations, repair shops and car dealers the broadest possible coverage of the market.

With the "No. AD-50" "threaded end" shaft adapter, included in the assortment, the motors have either a 1/4" shaft, a 5/16" shaft or a "threaded-end" to replace all Delco small motors. Features include adjustable, floating-type mounting studs (case

bolts) to permit mounting from either end; die-cast housing and use of minimum current at high rpm. Shaft rotation can quickly be changed, it was claimed, to either clockwise, counter-clockwise or reversible and shafts can be cut if necessary. "No. M-802" assortment contains instruction sheets.

Want more info? Use coupon on page 81 and you will get it!

## 621—Tire Patch

For both tubeless tires and tubes, "Du-All" multi-purpose patch, announced by Kex Products, Inc., 4400 St. Vincent Ave., St. Louis 19, Mo., is made up of two laminations of rubber—the outer layer being cured

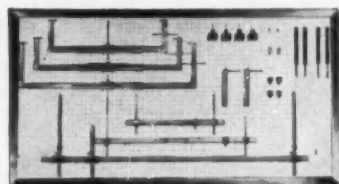
rubber to form a permanent seal in the tire casing, and the inner layer, a specially compounded rubber in a soft-solid state.

Application is said to be as easy as any ordinary chemical patch. When patch is in place, wheel rotation reportedly causes the inner layer to seek out the injury and flow into it, filling it completely without stress or strain on adjacent cord layers. After injury is filled, chemical action and road heat vulcanize the rubber into a permanent repair, according to the company. Four sizes are available: medium oval, small round, small oval and medium round.

Want more info? Use coupon on page 81 and you will get it!

## 622—Corvair Tools

Corvair tram and gauge set, consisting of frame centering gauges, screw-in centering bolts, frame gauge extensions, body magnets, spacer sleeves and telescoping measuring trams, announced by Bear Mfg. Co., Rock Island, Ill., is said to be essential for checking the unitized



body and frame after damage or collision and for checking causes of tracking errors or steering box position errors.

The centering bolts reportedly provide an exclusive means of obtaining direct point-to-point measurements which otherwise are not accessible, and also support the frame centering gauges at such critical points.

Want more info? Use coupon on page 81 and you will get it!

## 623—Brake Drum Plugs

An assortment of 24 brake drum adjustment slot plugs, announced by Wagner Electric Corp., 8400 Plymouth Ave., St. Louis 14, Mo., is mounted on a handy card, giving the mechanic access to new plugs when completing a brake job.

Compounded of high-quality rubber, plugs protect brake parts from dirt, grit and moisture, it was claimed. One size fits all cars having star-wheel brake adjustments. Easy to use, they snap into place and seat firmly, the manufacturer said.

Want more info? Use coupon on page 81 and you will get it!

## 624—Rod Booklet

A 24-page pocket-size booklet on the causes of con-rod bearing failures and how they can be prevented, published by Sunnen Products Co., 7910 Manchester Ave., St. Louis 17, Mo., fully illustrates and describes why and how rods should be reconditioned to insure trouble-free bearing insert performance and provides data on the history and progress of bearing development.

Want more info? Use coupon on page 81 and you will get it!

# Shurhit TRU-TURN externally adjustable voltage regulator



Since its inception by Shurhit in 1947, the Tru-Turn has proved itself in tens of thousands of applications to be the most practical and most satisfactory voltage regulator yet devised for general service work. It provides a simple, positive, screw-type adjustment which eliminates need for removing the cover, and permits accurate final volt-ammeter readings at the time the adjustment is made.

Shurhit Heavy Duty Tru-Turn Regulators give you more rugged quality — more real \$\$\$ VALUE at no additional cost. Save time — speed up service with SHURHIT — the line of least resistance.



**Shurhit** PRODUCTS, INC., Waukegan, Illinois

WORLD'S FINEST IGNITION

# "With Gates tested methods, belt sales more than doubled"

Says Walter J. P. Gosciminski  
Walter's Super Service  
495 Pleasant Street, Fall River, Mass.



"We've been in business for over 24 years, and where we formerly sold 40 belts a month, we now sell as many as 115 a month! The reason was quite simple: We started to sell aggressively, using all the Gates Sales Aids furnished us. Gates supplies the most effective assortment of selling aids in the business.

"A large part of our sales increase was due to two factors. First, the sales tools—such as the Dial Finder and wall charts—but mainly complete catalogs with up-to-date specifications and prices. Second, Gates merchandising assistance like the Mystery Car Campaign that gives our men more incentive to check every belt on every car. Gates has more fire behind their programs than any other top-quality lines that we carry."

Gates station-tested methods can help you, too, to get a higher turnover on V-belts... make more money... keep more customers satisfied. Gates sales-building methods are used with—

**NO bother to customers • NO service slow-down**

CHANGING OVER TO THE TOP-PROFIT Gates Line is easy, and you WON'T LOSE A PENNY on your present stock. Simply call your near-by Gates Supplier, and he will make the switch promptly.

**The Gates Rubber Company • Denver, Colorado**  
**Gates Rubber of Canada Ltd., Brantford, Ontario**



World's Largest Maker of V-Belts

TPA 451

# Gates Vulco V-Belts

## 625—Straightening Unit

"Damage-Dozer," a portable hydraulic straightening unit with a number of attachments, announced by Blackhawk Automotive Division, 5325 West Rogers St., Milwaukee 46, Wis., reportedly will enable body and frame operators to handle every type of frame damage on every car—foreign and American—with unitized construction.

No permanent rack or installation of any kind is required. The system



relies on specially designed safety stands and alloy steel supports which reportedly eliminate all undesired influences caused by faulty or damaged suspension systems and also eliminate floor friction when pulling. Because of this, less force is needed, it was claimed, to straighten the frame and, in addition, frame repairing can be done with wheels removed. Attachments include 2 pairs of adjustable safety stands and supports for leveling the car, self-centering "gunsight" gauges, a "Diamond Detector" gauge, a 12-ton hydraulic hand jack, 3 load-tested chains, pull plate and load binder. A 24-page operating manual is included in the set.

Want more info? Use coupon on page 81 and you will get it!

## 626—Oil Seal Catalog

A 252-page catalog for use by distributors, large brake service stations and industrial users of oil seals, published by McCord Corp., Riopelle St. & E. Grand Blvd., Detroit 11, Mich., contains a complete listing of all oil seal applications for passenger cars, trucks, tractors and industrial equipment, including 1959 models, showing also a new oil seal installation tool with 10 adapters, which reportedly make possible the installation of oil seals without distortion. Catalog No. 13 is a 24-page publication listing oil seals for all popular passenger cars, commercial vehicles and light trucks and is intended for brake service stations, general service stations and garages.

Want more info? Use coupon on page 81 and you will get it!

## 627—Automotive Finish

#75 "Diamond Black," a high-gloss black automotive paint, announced by Automotive Finishes Division, Acme Quality Paints, Inc., 8250 St. Aubin Ave., Detroit 11, Mich., reportedly dries quickly to a hard, deep black finish.

Product sprays on easily, it was claimed, and offers great depth, excellent build, gloss retention and outdoor durability. Available in quarts and gallons, it is said to work equally well for repair work or over-

all refinishing on both passenger and commercial vehicles.

Want more info? Use coupon on page 81 and you will get it!

## 628—Spark Plug Tool

Designed to replace 3 tools in servicing plugs in accessory-packed cars, a ratcheting spark plug socket, announced by Herbrand Tools, Fremont, O., is a holding socket, reversible ratchet and short extension, all-in-one tool, 3½" long.

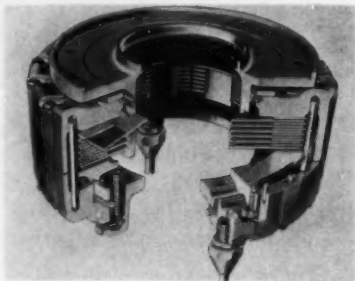
With the tool, spark plug torquing reportedly is possible under all conditions. Socket fits all 14mm. plugs now used on late-model cars and trucks. Plugs fit solidly in the specially-broached socket and are fully protected by a thick neoprene liner.

Want more info? Use coupon on page 81 and you will get it!

## 629—Truck Brake

Tests reportedly have shown that an oil-cooled truck brake, announced by Auto Specialties Mfg. Co., St. Joseph, Mich., will make repeated, frequent stops without fade, and, when used as a retarder, can be applied for extended periods without overheating.

A typical installation on a single rear axle tractor (60,000 GCW) con-



sists of "Ausco" brakes replacing the 2 standard rear axle brakes. On a tandem tractor (76,800 GCW), they replace only the 2 standard brakes on the intermediate axle. Transmission Type A oil is circulated through the brakes in contact with all friction surfaces. Heat rejected is exchanged to the engine cooling system through a heat exchanger, maintaining a constant brake temperature, it was claimed. An automatic adjuster maintains constant clearance between friction surfaces, eliminating frequent brake adjustment. Brake is sealed and is therefore not sensitive to road splash, climatic variations or corrosion. Sintered metal lining material reportedly gives long service life. Units are designed to fit the popular heavy-duty rear axles and either 20" or 18" cast or steel disc wheels without modification.

Want more info? Use coupon on page 81 and you will get it!

## 630—Electric Buffer

A higher speed electric buffer with an A.C.-D.C. motor, announced by H. B. Egan Mfg. Co., P. O. Box 1406, Muskogee, Okla., features, in addition to higher rpm, an easier slide-type thumb switch and a stronger housing.

The buffing element is a Tungsten carbide buffing cone, which reported-

ly wears longer and will not clog up with buffed particles.

Want more info? Use coupon on page 81 and you will get it!

## 631—Repair Putty

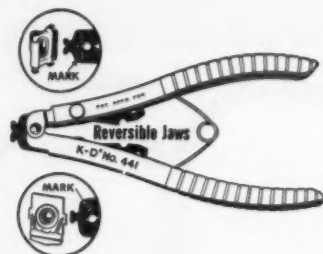
For permanently repairing damaged areas, such as car hoods, trunk lids and doors, "Black Magic," announced by Swiss Laboratory, 1533 Hamilton Ave., Cleveland, O., utilizes one cream and one putty and reportedly dries with a flexibility that withstands severe temperature changes and a 90° bend without cracking, splitting or chipping.

Product's toxic-free cream hardener is said to have no odor and to give off no dangerous fumes. It does not irritate the skin, according to the manufacturer, and with its use there is reportedly 90% less dusting.

Want more info? Use coupon on page 81 and you will get it!

## 632—Molding Clip Tool

"No. 441" universal molding clip installing tool, announced by K-D Tools, Lancaster, Pa., features reversible tempered steel jaws of improved design and reportedly has a wide range of applications in body work.



Jaws are identified (as shown) for the type of clip intended. After inserting clip in hole in body, jaws are placed inside clip and pressure is applied to expand clip and secure it. Excessive pressure is said to be unnecessary. Tool is rustproofed.

Want more info? Use coupon on page 81 and you will get it!

## 633—Shelving

Two complete lines of "Slotted Angle" for use with its shelving have been announced by Frontier Mfg. Co., P. O. Box 13266, Dallas, Texas.

Angle is available in enamel or galvanized finish—in heavy-duty and standard duty—and incorporates a self-locking nut permitting erection with one wrench only.

Want more info? Use coupon on page 81 and you will get it!

## 634—Conversion Kit

A micrometer dial wheel conversion kit for owners of the "B-500" series "Drum-Dokters" having small micrometer dial wheel, announced by Barrett Equipment Co., 2101 Cass Ave., St. Louis 6, Mo., includes a new large micrometer dial wheel, a special lock nut and an indicator plate which attaches to upper portion of cross feed slide.

Want more info? Use coupon on page 81 and you will get it!

# Automotive NEWS BRIEFS

(Continued from page 15)

## Statistics Don't Show Many Faults Of Vehicles, Expert Tells Georgians

**M**ANY more fatal accidents involve faulty mechanism of motor vehicles than the statistics show, in the belief of a highway safety authority of Georgia.

Maj. W. C. Dominy of the state's Department of Public Safety told the annual convention of the Independent Garage Owners of Georgia at Macon Nov. 7:

Three to seven per cent of the fatal accidents are due to faulty mechanism in Georgia, based on the mandatory investigation reports, but "it is entirely possible and I think it is entirely true that a far greater percentage of fatal accidents are due to the faulty condition of vehicles, but the investigators cannot determine this."

A steering failure might be the reason a car failed to negotiate a curve, yet an investigator might not be able to determine this in a thoroughly smashed up vehicle, he pointed out.

Defective brakes were known to be involved in 1,290 accidents in Georgia last year, he said, and

which resulted in 23 deaths. Tire failures were involved in 743 mishaps that included 38 deaths.

He advocated enactment of a state safety inspection law for motor vehicles with qualified shops licensed by the state, rather than state-operated stations as used in some states.

Henry S. Clark of Atlanta, executive director of the Georgia Automotive Wholesalers Association, proposed that combined teams of garagemen, jobbers and factory men spearhead IGOG membership campaigns.

The convention voted to create a committee to work with state education authorities after hearing an address on vocational training programs by Mark L. Davis, assistant state supervisor of trade and industrial education.

H. F. "Red" Reagin of Atlanta, president of the Independent Garage Owners of America, told of the preliminary plans for the IGOA convention to be held in Atlanta July 7-9.

Howard Viar of Savannah was elected president of IGOG. Other new officers are W. R. Stone of Hapeville and H. H. Williamson of LaGrange, vice presidents; C. L. "Red" Salyer of Atlanta, treasurer, and Ed. T. Cassidy of Macon, is the secretary.

The retiring president was L. J. Howard of Toccoa, who succeeded Reagin a year ago.

A certificate of honorary membership in IGOG was presented by Reagin to William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL, in appreciation of work in promoting IGOA at all levels.

The convention voted to employ a full-time executive secretary to build membership beyond the present units in Atlanta, Toccoa, LaGrange, Macon, Savannah and Gainesville. It also voted to push enactment of a mechanic's lien law.

The 1960 convention will be held in Savannah next October.

New president of the Association of American Battery Manufacturers is C. H. Allen (shown here) of Vitalic and Southland Battery Co., Dallas, Texas. Other officers include H. J. McKay of Gould National Batteries, St. Paul, Minn., first vice president, and A. F. Shaffer of Frank W. Dillion Corp., Los Angeles, Calif., second vice president.



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## Work Shops Are Planned For IGOA's Board

WORK shops to streamline local and state meetings of members of the Independent Garage Owners of America are planned for the mid-winter meeting of the directors and officers of IGOA at the Alvin Plaza Hotel in Tulsa, Okla., Jan. 8-9, President H. F. "Red" Reagin of Atlanta announced.

The "shops" will deal with:

"1.—Meeting procedures with

reference to parliamentary rules.

"2.—Customer budget plan and cooperative advertising.

"3.—Apprenticeship and journeymen training, and how to place these two programs into operation.

"4.—Organized membership drive."

All IGOA members are eligible to attend these sessions, whether a board member or not, Reagin pointed out. IGOA's sessions historically are kept open to permit interested parties to familiarize

themselves with the objectives of the association, which now has more than 5,000 members in 38 states despite its having been born less than six years ago.

Commented Reagin:

"It now appears certain that our association is emerging from its struggling state and that from now on we can expect to enjoy a more rapid pace of future growth."

North Carolina with its 20 units now has more votes than any state except California. Previously Ohio has ranked second.

The annual convention will be held in Atlanta next July 7-9 and is expected to draw around 500 persons.

## NLGI Picks Kansan For President

H. A. MAYOR, Jr., executive vice president of Southwest Grease and Oil Co. of Wichita, was elected president of the National Lubricating Grease Institute at that body's 26th annual meeting held recently in New Orleans.

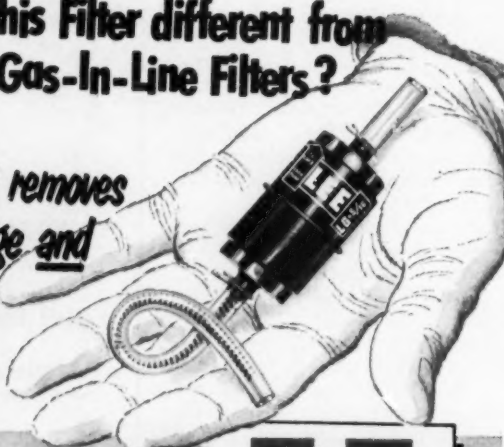
Other officers are F. R. Hart of Standard Oil Co. of California, vice president; C. L. Johnson of Jesco Lubricants Co., North Kansas City, Mo., secretary, and A. J. Daniel of Battenfield Grease and Oil, Kansas City, who is serving his eighth consecutive term as treasurer.

Victor H. Sutherland, 45, general sales manager for Oldsmobile Division, died recently in Ann Arbor, Mich., following brain surgery. Sutherland joined the division in 1936 as an assistant car distributor in the Los Angeles office. Following a series of promotions, he was named Southwest regional manager in Dallas, Texas, in 1954. A year later he was appointed assistant sales manager of the division and in 1956 he became general sales manager, succeeding G. R. Jones, who retired.

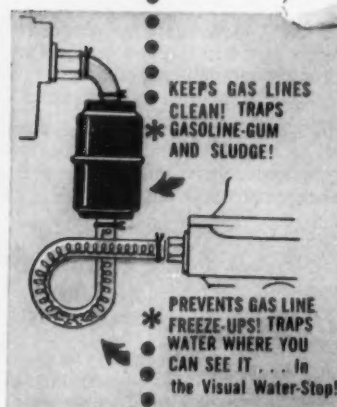


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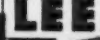


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E. J. Craigo (center) of Craigo Motors, Jackson, Miss., was re-elected chairman of the National Chrysler Dealer Council at a meeting of the council in Detroit last month. C. J. Thompson (left) of Thompson's Chrysler Sales Co., Pittsburgh, Pa., was named secretary, and Clifton Dennard of the C. S. Hamilton Motor Co., Dallas, Texas, was elected vice chairman.



### Tennessee U-C Dealers Elect Knoxville

CLIFF Pettit of Cliff Pettit Motors, Inc., Knoxville, was elected president of the Tennessee Independent Automobile Dealers Association at the annual meeting held recently in Nashville.

Vice president is J. M. Smith, Sr., of Harlan-Smith Motors, Nashville. Lyman Weaver of Lyman's Used Cars, Knoxville, is secretary and Robert McBride of McBride Motors, Nashville, the treasurer.

David P. "Doc" Whelchel, executive vice president of the Tennessee Automotive Association, was among the speakers.

### South Carolina Ford Men Elect

W. C. "Billy" Plowden, Jr., of New Zion is the new president of the Ford Dealers Association of South Carolina. Other officers are Horace Hunter of Conway, vice president, and R. L. Duncan, Jr., of Whitmire, who is the secretary-treasurer.

Appointment of S. F. "Mike" Mehling as general sales manager for Oldsmobile Division, to fill the vacancy created by the recent death of V. H. Sutherland, has been announced by J. F. Wolfram, general manager of the division and a vice president of General Motors. Mehling, who joined Oldsmobile in 1948, for the past three years has been assistant general sales manager in the western half of the United States. At one time he was zone manager in St. Louis.



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## TIME SAVERS

### Making Drinking Fountain From Old Refrigerator

A DRINKING fountain for the shop can be made from a discarded refrigerator (obtainable for a few

dollars as a trade-in item at an appliance store) with the ice cubes removed from the freezing compartment.

Wrap about 35' of  $\frac{3}{8}$ " or  $\frac{1}{2}$ " soft copper tubing around the compartment, then connect one end to cold water supply and the other to a faucet or bubbler. The whole rig costs but a fraction of a conventional cold water supplier and a few of the mechanics' lunches may be stored inside the box. —Harry J. Miller, 991 Forty-Second, Sarasota, Florida.

### Using 2x4 as Aid To Bumper Jack

WE FIND that a 4' length of 2x4 works well as an aid to the bumper jack.

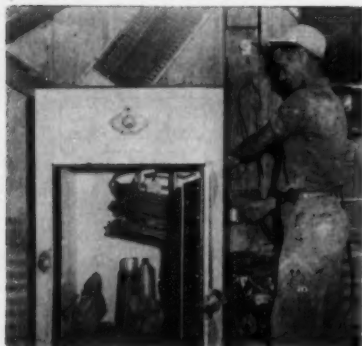
Place 2x4 across arms of the

lift and push jack under car far enough that the 2x4 will rest across the bumper arms and thus avoid bending the bumper and grille on most cars where lift is placed under the bumper. —Jack Monroe, Jack Monroe's Garage, Route 1, Box 155, Leesburg, Florida.

### To Make Good Splice For Broken Air Hose

SOMETIMES good air hoses are cut and must be repaired. Under high pressure, repairs are difficult to hold.

To do a good job, use a piece of copper tubing of a size to fit snugly into hole in hose and about 3" long. Place a ferrule on each end of the tube  $\frac{1}{2}$ " from end and compress ferrule with a union.



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Remove union and cut off compression nut which is trapped between ferrules. Solder ferrules to tube. Smear brake fluid on tube and force hose over each ferrule equally. Install clamps and a good repair is made because air pressure cannot separate the joint since ferrules are larger than the tube. —P. C. Cain, *Jordan Chevrolet Company, Kosciusko, Mississippi.*

## Making a Screwdriver With Allen Wrench

A POWERFUL pocket-size screwdriver can be made quickly from an Allen wrench as shown in the photograph.

To alter the tool, grind one end so that it will fit a screw slot. This will not ruin the tool for its original use, since the other end can be



used for Allen screws. Another advantage this improved tool has is that the blade end is small and can be used in many cases as a screwdriver for recessed head screws, making it a handy pocket tool.—Glen F. Stillwell, 340 Ninth Street, Manhattan Beach, Calif.

## Utilizing Petroleum Jelly For Speedy Bulb Removal

WHEN replacing a lamp bulb in extension or shop light, daub a bit of grease or petroleum jelly on the base. The lubricant will prevent corrosion and insure a more positive electrical contact.

However, the big advantage is that when bulb burns out it can be quickly unscrewed without the slightest trouble or danger of bulb breakage. This idea works fine when installing bulbs in outdoor

fixtures, flashlights or wherever rust and corrosion occur.—Glen F. Stillwell, 340 Ninth Street, Manhattan Beach, California.

## To Drill Holes Properly For Luggage Racks

WHEN installing permanent-type luggage racks on top of station wagons, it is very important not to drill all the way through to headlining.

To control the depth drill bit penetrates the metal, we use a

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small block of wood with a hole in it slightly larger than the drill bit to be used, holding it steady while drilling. Drill chuck will contact the wood and go no farther than barely through the top metal. Wooden block, of course, must be cut to desired length—just enough of the drill bit to penetrate the metal should be showing. We use this method for other sheet metal drilling jobs.—James D. Martin, Service Manager, Jack Hughes Motors (Ford), 100 E. San Antonio, San Marcos, Texas.

## Removing Mower Mufflers Without Damaging Nipple

WHEN repairing power mowers and other small engines, we find the small muffler often twists its nipple off in the manifold, resulting in a time-consuming job of picking the nipple out of the hole and the possible re-tapping to restore its damaged threads.

To prevent this trouble, we yank the muffler off the nipple first, then insert into the nipple a piece of round steel stock that fits snug-

ly. Thus, when applying a pipe wrench, even though the rusted thin walls of the nipple collapse, they're wrapped around the steel insert so nipple and insert come off together.—Ed Mayoover, 1601 14th St. W. (U.S. 41), Bradenton, Florida.

## Correcting Oil Failure In Ford Rocker Arms

ON EIGHT-CYLINDER Fords after 1954, the rocker arm assembly will sometimes fail to oil because of carbon or some other material stopping the small hole in the camshaft bearing.

When this happens to one bank, we find the trouble can be corrected quickly by removing the head and drilling out the passage. We use a 3/16" drill bit and braze on a 12" extension. Grinding the end at right angles to the length will permit the drill to go through the obstruction in the bearing and reach the camshaft. This cannot injure the camshaft in any way.—Archie Miller, Cargile Motor Company (Chevrolet-Oldsmobile-Cadillac), Fourth and Wood Streets, Texarkana, Texas.

## Installing Fuel Pumps On V-8 Chevrolets

WHEN installing fuel pumps on 1955-model Chevrolets and later with V-8 engines, it is difficult to keep fuel pump plunger up. This can be done, however, with a small piece of thin cardboard.

Double the cardboard and place it under the plunger. Stick the fuel pump arm in and push the cardboard from under the plunger. Cardboard will remain in place and will not harm anything.—Dempsy Jones, Cagle's Auto Service, Sylva, North Carolina.

## Balancing Rear Wheels On Non-Slip Axles

BALANCING rear wheels on cars with non-slip axles can be accomplished by first raising both rear wheels six inches from the floor with a suitable bumper jack.

Next, place a floor jack under the axle as close as possible to the right wheel, raise two inches more and balance left wheel. Reverse this operation to balance right wheel.—Chester L. Trowel, c/o Douglas Rambler Motors, Inc. (Metropolitan - Rambler - Ambassador), 2411 Bardstown Road, Louisville, Kentucky.

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## Installment Rates Seen Keeping Status Quo

**R**ATES paid by installment buyers probably will hold at present levels in general, despite higher costs paid by sales finance companies in obtaining the money.

That is what executives of representative companies of the American Finance Conference told a press meeting held last month in connection with the association's 26th annual convention. Consumers will be able to get enough installment credit in 1960 to buy the expected large volume of automobiles and other durable goods, they predicted.

"Consumer credit is so important to the economy," said David D. Steere, retiring president of AFC and president of Allied Finance Co., Dallas, Texas, "that it is difficult to conceive a situation where sufficient funds would not be available for time purchases, despite the tightness of the money market."

Installment credit costs to the consumer are being held down, said E. F. Wonderlic, retiring executive committee chairman of AFC and president of General Finance Corp., Evanston, Ill., by strong competition in financing and intensive efforts by sales finance companies to control operating costs.

Maxwell C. King, president of Pacific Finance Corp., Los Angeles, predicted the length of installment credit terms should hold constant—generally 30 to 36 months for new cars and from 24 to 36 months for late-model used cars.

If money continues tight, finance companies may require larger down payments, said F. R. Wills, president of General Acceptance Corp., Allentown, Pa.

## Finance Companies Reelect Snodgrass of Atlanta

**R**OBERT R. Snodgrass, president of Atlas Auto Finance Co., Atlanta, Ga., was reelected vice president of the American Finance Conference at that body's 26th annual convention held in New York last month.

E. F. Wonderlic and F. R. Wills were elected president and chairman of the executive committee, respectively. Wonderlic, who is president of General Finance Corp., Evanston, Ill., was chairman of the executive committee last year, while Wills, president of General Acceptance Corp., Allen-

town, Pa., served on the committee.

Other officers are Elliott Taylor, vice president of Pacific Finance Corp., Los Angeles, vice president, and Paul C. Jones, president of American Securities Division of ASC Corp., Marion, Ind., treasurer.

Reelected to other positions were Alan S. Jeffrey, executive vice president and secretary of AFC, who is operating head of the association's headquarters in Chicago, and Thomas W. Rogers, senior vice president and econ-

omist, who maintains offices in Chicago and an office also in Nashville, Tenn.

## West Palm Beach Picks Clark

The Automobile Dealers Association of West Palm Beach, Fla., has elected Harper Clark, Jr., of Clark-Warwick, Inc. (Oldsmobile), president. Other officers are W. A. Robinson, Jr., of Florida Dodge-Chrysler, Inc., vice president, and Fred O. Dickinson, Jr., secretary-treasurer.



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are the best engine  
treatments in the world  
← and*

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Dissolves sludge and varnish—free hydraulic valve lifters.



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## Valiant's Alternator

(Continued from page 45)

curate ohmmeter as outlined in paragraph 11b, operation (2). The resistance should be four to ten ohms in the forward direction and infinity in the reverse direction. Replace all open rectifiers. If the rectifiers test satisfactorily, inspect the stator connections before replacing the stator.

### 13.—Disassembly:

To prevent possible damage to the brush assemblies, they should be removed before proceeding with the disassembly of the alternator. The insulated brush is mounted in a plastic holder that positions the brush vertically against one of the slip rings.

(1) Remove the retaining screw, flat washer, nylon washer and field terminal and carefully lift the plastic holder containing the spring and brush assembly from the end housing (Fig. 8).

(2) The ground brush is positioned horizontally against the remaining slip ring and is retained in a holder that is integral with the end housing. Remove the retaining screw and lift the clip, spring and brush assembly from the end housing (Fig. 9).

**Caution:** Stator is laminated. Do not burr stator or end housings.

(3) Remove the through bolts and pry between the stator and drive end housing with a thin-

bladed screwdriver. Carefully separate the drive-end housing, pulley and rotor assembly away from the stator and rectifier housing assembly (Fig. 10).

(4) The pulley is an interference-fit on the rotor shaft. Remove the puller C-3615 and special adaptors SP-3002 (Fig. 11).

(5) Remove the three nuts and washers and while supporting the end frame, tap the rotor shaft with a plastic hammer and separate the rotor and end housing (Fig. 12.)

(6) The drive end ball bearing is an interference-fit with the rotor shaft. Remove the bearing with puller tool C-3615 and adaptors as follows:

(a) Position the center screw of tool C-3615 on rotor shaft.

(b) Place the thin lower end of the adapters SP-3375 under the bearing equally spaced and the upper end of the adapters around the center screw.

(c) Hold adapters and center

screw in position with the tool speeve.

**Caution:** Tool sleeve must bottom on bearing, otherwise adapters may be damaged.

(d) Turning center screw while holding the outer body of tool (Fig. 13) will withdraw the bearing from the shaft.

**Note:** No further disassembly of the rotor is required, as the balance of the rotor assembly is not serviced separately.

(7) Remove the D.C. output terminal nuts and washers and remove terminal screw and inside capacitor (on units so equipped) as shown in Fig. 14.

**Note:** The heat sink is also held in place by the terminal screw.

(8) Remove the insulator (Fig. 15).

**Note:** Three rectifiers are pressed into the heat sink and three in the end housing (Fig. 3). When removing the rectifiers, it is necessary to support the end housing and/or heat sink to prevent damage to these castings.

Refer to test procedures "rectifier testing," paragraph 11, and if the rectifiers must be replaced, proceed as follows:

(a) Cut rectifier wire at point of crimp.

(b) Support the rectifier housing on tool C-3771.

**Note:** This tool is cutaway and slotted to fit over the wires and around the bosses in the housing. Make sure that the bore of the tool completely surrounds the rectifier, then press the rectifier out of the housing, using tool SP-3380 (Fig. 16).

**Note:** The needle roller bearing in the rectifier end frame is a press fit. To protect the end housing it is necessary to support the housing with tool SP-3383 when pressing the bearing out with tool C-3770 (Fig. 17).

### 14.—Assembling the alternator:

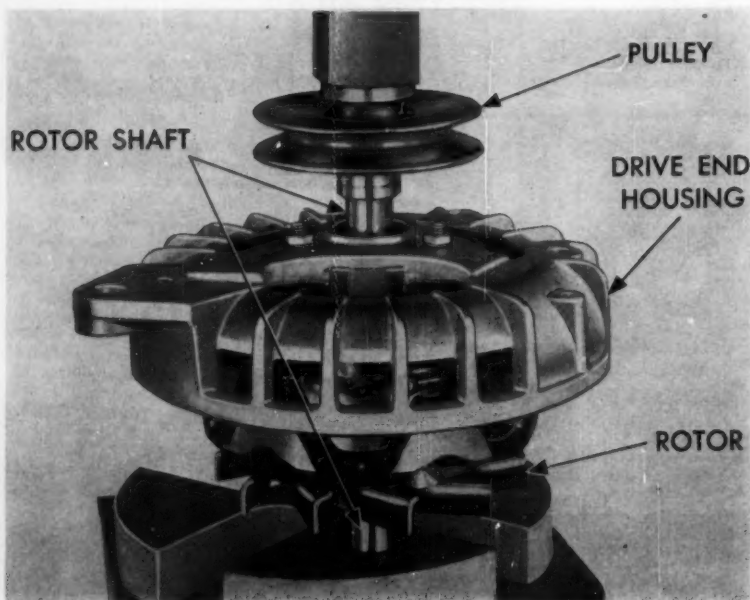
(1) Support the heat sink or rectifier end housing on circular plate tool SP-3377.

(2) Check the rectifier identification to make sure the correct

## January: Getting Off to Good Start

They've got to get off to a good start if you're going to keep 'em happy. That's why Ed Lowery next month will cover the causes and the corrections of mid-winter hard starting.

Fig. 21—Installing pulley.



rectifier is being installed.

(3) Start the new rectifier into the casting squarely and press the rectifier into the casting with tool C-3772 (Fig. 18).

(4) Crimp the new rectifier wire to the wires disconnected at removal.

(5) Support the end housing on tool SP-3383 so that the notch in support tool will clear the raised section of the heat sink and press the bearing into position with tool SP-3381 (Fig. 19).

*Note:* New bearings are pre-lubricated. Additional lubrication is not required.

(6) Insert the drive end bearing in the drive end housing and install the bearing plate, washers and nuts to hold the bearing in place.

(7) Position the bearing and drive end housing on the rotor shaft and while supporting the base of the rotor shaft, press the bearing and housing in position on the rotor shaft with arbor press and tool C-3769 (Fig. 20).

*Caution:* Make sure that the bearing is installed squarely at installation; otherwise, damage to the bearing will result.

(8) Install pulley on rotor shaft. Shaft of rotor must be supported in a manner so that all pressing force is on the pulley hub and rotor shaft (Fig. 21).

*Note:* Do not exceed 6,000 pounds pressure. Press the bearing on the rotor shaft until the bearing

contacts the shoulder on the rotor shaft.

(9) Some alternators have the capacitor mounted internally. Make sure the heat sink insulator is in place.

(10) Install the output terminal screw with capacitor attached through the heat sink and end housing (Fig. 14).

(11) Install the insulating washers, lock washers and lock nuts.

(12) Make sure the heat sink and insulator are in position and tighten the lock nut.

(13) Position the stator on the rectifier end housing. Make sure that all of the rectifier connectors and phase leads will not interfere with the rotor fans and that the capacity (internally installed) lead has clearance.

(14) Position the rotor assembly in the rectifier end housing. Align the through bolt holes in the stator, rectifier end housing and drive end housing (Fig. 10).

(15) Enter stator shaft in the rectifier end housing bearing, compress stator and both end housings manually and install through bolts, washers and nuts.

(16) Install the insulated brush (Fig. 8) and terminal attaching screw.

(17) Install the ground brush (Fig. 9) and attaching screw.

(18) Rotate pulley slowly manually to be sure that rotor fans do not hit the rectifier and stator connectors.

## Cars' Use of Plastic Averages 20 Pounds

**A**VERAGE use of molded plastic parts in U. S. cars this year will be about 20 pounds.

That and other facts concerning use of plastic in automobiles were brought out in a recent address by William P. Gobeille, manager of plastics division of American Motors Corp., before the Midwest chapter of the Plastic Mold Makers' Division of The Society of Plastics Industry, Inc.

Gobeille said in a machine load study recently completed for his division it was found that production of automotive plastic parts has quadrupled in the last four years. Expenditures by his company for plastic research and development alone have quadrupled in the last two years, he said.

A wide range of molded plastic parts used in European cars, he said, include instrument panels, garnish molding, door and window handles, duct and heater parts.

Applications now in use on the Volkswagen, related to U. S. compact cars in weight, would exceed 40 pounds per car, he said, while the Fiat is making extensive use of molded plastic parts on its 1960 models.

## AP Parts Corp. Enlarges Toledo Plant Again

**F**OR the fifth time in the past four years, The AP Parts Corp. is enlarging its Matzinger Road plant in Toledo, O., with the most recent additions amounting to 168,000 square feet, according to President Paul Putman.

With completion of the additions, Putman said, the company will have over 20 acres of warehousing and manufacturing under one roof. The two new sections will be utilized for both manufacturing and warehousing. Exhaust and tailpipes are manufactured at the Toledo facility.

## Harvey Succeeds Gould At Motors Holding

**W**ILLIAM Harvey, III, has been named general manager of the Motors Holding Division of General Motors Corp., succeeding Herbert M. Gould, who will retire December 31 under the GM retirement program after 33 years of service with the corporation.

Harvey had been manager of branch operations for Motors Holding since October 1953.

"I'd like for you to give me the works, whatever that means."



SOUTHERN AUTOMOTIVE JOURNAL



## SOUTHERN JOBBERS and FACTORY MEN



### That Age-Old Problem—

# A Leaky Back Door

**D**URING the recent convention of the Automotive Wholesalers of Texas, SAJ made a number of inquiries concerning the mysterious disappearance of merchandise through the back door.

Such losses have reached amazing totals in some instances, but not entirely through pilferage, which is universally credited—and apparently with justification—to trusted employees. In a great many cases, very substantial losses through the back door have been traced to truck drivers making pickups.

There are various and sometimes novel conclusions by automotive wholesalers about the steps necessary for stopping back door leakage.

One is that the back door should be eliminated entirely and this

By **BARON CREAGER**  
Southwestern Editor

idea was advanced by an East Texas jobber who built a completely modern new home only five or six years ago.

"If I ever build another building there will be no back door," he promised earnestly.

"That is where a lot of our merchandise disappeared and perhaps some of it is still going out the back door, in spite of our precautions.

"We were compelled, finally, to padlock the back door. There are only two keys and, believe me, they are in possession of the right people. When it is necessary to open the back door, one of us who has a key remains at the back door

until it is closed and locked again. Thus we have observation of everything that goes out the back door—we think. Maybe we miss something, now and then, but our losses by that route are not what they used to be."

It was this jobber who warned of the sometimes clever pilferage by truck drivers, especially those who pick up units for delivery to rebuilders.

"The usual practice," he continued, "was for such drivers to come in with a sack and gather up parts destined for a rebuilder. Maybe some of these drivers used two sacks, one for units that were sold down the street and never reached the rebuilder. Anyhow, we lost a lot of merchandise that way.

"Now, when we have used units going to a rebuilder, we make a

## To Snatch or Not to Snatch?

**How much thievery is going on around your place? A well-known jobber asserted at a closed session of the Automotive Wholesalers Association of Alabama one time: "You'd be surprised how much stuff your so-called 'trusted' employees are taking from you. You'd better wake up before they steal you blind." SAJ editors attended a night meeting of salesmen in a wholesaler's place of business in South Carolina and saw four territory men yanking small items off the counter to stuff into their pockets as obviously they had done many times.**

complete list with the number of every unit. This takes some time, but it cuts down on disappearance of merchandise between our back door and the rebuilder."

This man's idea of eliminating the back door has been put into practice by a metropolitan jobber. In a relatively new structure, there is no back door as such, through which merchandise is received and shipped.

The building was actually designed to eliminate the back door. The wide shipping and receiving door is on the same elevation as the main pedestrian entrance. Furthermore, all movements of merchandise are subject to observation by the head counterman. And, although there is a side door, it is so situated that it cannot be used without attracting attention and, in fact, there is seldom any necessity for use of this door.

This wholesaler says he has no disappearance problems and he will tally up on his fingers for you the years each trusted employee has been in his service.

It is quite possible that in this case this jobber is justified in the confidence he invests in his crew. But in a great many cases a careful investigation of character and evaluation of personality has proved to be a waste of time. For a great many jobbers have learned to their sorrow that "trusted employees" represent no insurance whatever against leakage through the back door.

One of the many so rudely disillusioned about "trusted employees" operates in another metropolis of Texas. His pilferage problem became so acute he went to the police and asked what to do. He spent several hours there, giving names of employees and relating instances. He had the full

cooperation of an efficient police department which soon accumulated for him some shocking information about his employees.

Then, on advice of the police, he moved his entire spark plug stock into his office and thereafter called a store meeting. When he finished his speech, in which he pulled no punches, he informed assembled employees that he knew much more about their private lives than they suspected, that he knew which employees were responsible for much of the pilferage and, if they did not return to work next morning, he would have no regrets. They did return to work, but his problem in that respect has tapered off to almost nothing.

In one group, at lunch, was a jobber who operates in a border town in Southwest Texas. And he operates under something of a handicap since most of his merchandise that disappears vanishes across the border into Mexico, with little or no hope of tracing it. He related some amazing aspects of smuggling along the Mexican border, where there are Latin-American specialists for such jobs, who know the right people at the bridge. But his handicap is much less than it might appear to be since he was reared among Latin-American house servants and learned to speak the border version of Spanish before he could speak English.

Another West Texas jobber, not near the border, has what he considers a fairly effective solution.

"Two men work on every order that leaves the place," he explains.

"One man fills the order, another checks it. Never does the same employee fill and check an order. That seems to be a pretty safe procedure."

The "checking" systems pro-

vided by itinerant crews that travel from community to community are utilized by a number of jobbers, but there seems to be no unanimity about results obtained.

These crews are obtained on a fee basis and all manner of establishments subscribe to the service. Thus, one crew might be checking the honesty of employees of a grocery store, hardware store, furniture dealer and automotive wholesaler establishment, or even more, all in the same community.

As far as the jobber is concerned, the activities of these "checkers" has been largely confined to the front counter in the past. Several "checkers" will appear at the counter from time to time over a period of a couple of days, make routine purchases and report if there are any irregularities.

"When someone comes in to buy and doesn't ask for a discount, you can be pretty sure he is a checker," one jobber volunteered.

### Checking Service Doubtful

Those who have used this checking service say it has not been too successful in the past, since most of the investigations are carried on across the counter. Some jobbers report, however, that the "checkers" have improved their technique by including the back door. A "checker" appropriately dressed and of appropriate appearing character, often a slipper-looking Negro, will attempt to buy an item or items through the back door. If he succeeds and the employee involved in the transaction does not write it up, that employee, obviously, is through.

The weak spot in this "checker" system seems to be that employees and management alike soon learn to spot a "checker" as soon as he appears. And there were few jobbers who could report sufficient enthusiasm for the method to continue it indefinitely although some in the Southeast have been pleased with the plan because it has enabled them to weed out untrustworthy help from time to time.

So there seems to be no infallible approach to the problem of the leaky back door.

Practically every jobber who discussed the problem seemed to recognize it as permanent, everlasting.

The jobber with the fully-trusted employees probably has the best answer—if he has no back door.



Leaders of FAWA named at the convention are (l. to r.): seated, J. R. "Chic" Stradley of Titusville, retiring president; A. H. "Al" Hines of Hollywood, advanced from vice president to president; John Engels of Sarasota, vice president; V. M. Dupy of Miami, sec-

retary-treasurer, and H. V. "Bo" Bodine of Orlando, executive secretary; standing, L. A. Null of Lake City, Joe N. McLendon of Tallahassee, James Wilson of Tampa, A. J. Pockrus of Pensacola, Harvey H. Miller of Orlando and Warren A. Birt, directors.

## Manufacturer Cites Evils At Florida Convention

"SERIOUS and complex problems" which are "primarily of its own making" are facing the aftermarket industry, a manufacturer told the annual convention of the Florida Automotive Wholesalers Association at St. Petersburg last month.

Gomer F. Davis, sales manager of General Electric's Miniature Lamp Department, Cleveland, Ohio, cited:

"1.—Crooked elements among the factories, or, if that is too tough, at least ill-advised ones, have used the guise of redistribution to reinstitute volume rebates long since forbidden by law. This has been done by inviting the redistributor to make false claims of the service rendered and not performed. Needless to say, there exists those wholesalers who are all too willing to perjure themselves by supplying these false claims.

"2.—Warehouse or redistributing wholesalers, without invitation, making false claims and using their ill-gotten gains to compete unfairly. Most unfortunately, again some ill-advised factories—in some instances—did not and have not the intestinal fortitude to take remedial action necessary to correct this sad situation.

"3.—Jobbers who insist upon being able to buy merchandise at a net price lower than their competitors, thus giving rise to ersatz wholesaler-redistributors, who because of kick-backs, re-

bates, dividends, or some other form of cut price, are not adequately compensated to furnish necessary services of a true redistributor. And let me point out that because the redistributor cannot then afford to render the services for which he is being paid, the jobber and the manufacturer are the losers.

"It hurts me to see these spurious practices of a few reflect discredit on our entire industry. It grieves me to acknowledge that we are the targets of more Federal Trade Commission investigations than any other large service industry in the country today."

Other speakers at the convention, which attracted an attendance of around 500, including 175 manufacturers represented at 120 tables during the trade conference portion of this fifth convention, were H. V. "Bo" Bodine, FAWA's new executive secretary; V. M. Dupy of Patten Sales Co., Miami; Olin Cooper of the National Highway Users Conference; W. R. "Tommy" Thompson, president of the Greater Miami unit of IGOA (who addressed the B-36 portion of the program); Miss Gretchen Rider of Chicago, executive secretary of Boosters International; John Reynolds of Straus-Frank Co., San Antonio, Texas, who spoke of ASIA's program; I. Walter Fisher, Atlanta labor attorney, and Charles H. "Chuck" Davis of Chicago, former manager of FAWA and now executive editor of *Jobber Product News*.

Clarence N. Walker of the Coca-Cola Co., Atlanta, was the ban-

quet speaker.

Bill Haden of St. Petersburg was awarded the plaque for the most outstanding service to the association.

Presiding over seminars were Roland J. Blair of Miami, C. W. Arnold of Jacksonville, H. H. Miller of Orlando and Ellis W. Hitzing of Jacksonville.

A resolution adopted several weeks ago by the Automotive Wholesalers Association of Alabama won adoption by the Floridians in which they protested anti-freeze manufacturers' bidding against their distributors for government contracts and in distributing through oil suppliers.

B. B. Burk (left), Southwestern division manager for Monroe Auto Equipment Co., is shown receiving the president's plaque for outstanding sales from President B. D. McIntyre. Burk, who headquarters in Dallas, Texas, turned in 136% of quota to win the plaque for the second successive year.



## First Palmetto Meeting Is Termed Success

**T**HE first annual convention of the South Carolina Automotive Wholesalers Association, held Nov. 18-19 at Columbia, was termed "highly successful" by its "founding father" and other wholesalers responsible for its birth.

Cecil Morris of Greenville, who planned several years for SCAWA's creation, expressed delight with the turnout of jobbers, factory men and their ladies. Attendance approximated 140.

Morris, president of Battery & Electric Co., was paid a standing ovation at the conclusion of his president's report as a tribute to his efforts.

The association adopted a resolution endorsing the program of the Good CarKeeping Institute after hearing a spokesman from that group declare, "your prosperity is tied to how well a man takes care of his car."

Richard A. Melvin of ASIA reviewed some current problems facing the aftermarket today.

The treasurer's report revealed that the association had more than \$6,000 net in the bank, which veteran convention-goers recognized as a new high for most groups only a year old. Membership reached 71 by convention time, in contrast to 43 at the start.

## Texas Chain Is Sold

Wood Tire and Supply, with home operations in Huntsville, Texas, and stores in Conroe, Palestine and Navasota, has been purchased by Gulf and Western Corp., distributor of automotive parts and appliances in the Southwest. M. E. Wood, founder and president of Wood Tire and Supply, will continue to head the firm, which will be operated as a subsidiary of Gulf and Western with no change in personnel.

This is a portion of the audience attending one of the business sessions. Numerals "1" and "2" indicate two speakers, Vern Volland of Good CarKeeping



Top: Leaders of SCAWA for the new year include (l. to r.): front row, Cecil Morris of Greenville, the retiring first president; J. B. Bagwell, Jr., of Charleston, president; E. A. Jenkins, Jr., of Columbia, first vice president; Ned Holland of Greenville, second vice president; T. H. Coker of Columbia, treasurer, and Oscar Newberry of Spartanburg, secretary; back row, directors J. A. Brown of Greenville, R. L. Poston of Lake City, J. Walter Elliott of Charleston, Ed F. Workman of Greenwood and Traugott Kern of Columbia, the executive secretary. Center: Speakers included (l. to r.): President Morris, Miles Powell (inset), vice president in charge of sales, Spray Products Corp., Camden, N. J.; H. F. "Red" Reagin of Atlanta, president of the Independent Garage Owners of America and Guy M. Tarrant of Columbia, the retiring first vice president. Above: A panel discussion of jobber problems featured (l. to r.): George W. Kinnie of Knoxville, Tenn.; J. R. "Chic" Stradley of Titusville, Fla.; William C. "Bill" Herbert, editor of Southern Automotive Journal (moderator); Henry S. Clark of Atlanta, executive director of the Georgia Automotive Wholesalers Association, and Allen Lewis of Wilmington, N. C. Kinnie, Stradley and Lewis are presidents of their state wholesaler associations.

Institute and Charles H. "Chuck" Davis, editor of Jobber Product News, both of Chicago. Membership in the year-old association reached 71 by convention time.



## Record Attendance Set At Georgia Meeting

A RECORD attendance of jobbers and factory men, approximating 200, featured the annual convention of the Georgia Automotive Wholesalers Association at Atlanta Nov. 22-23.

The meeting was in clear contrast to the handful who have usually met in recent years. GAWA in its revitalized form—attributed to Executive Director Henry S. Clark and a core of wholesalers and others who spearheaded regional meetings earlier this year—wound up its convention with a banquet and dance combined with the annual B-6 jobber-Booster party at which more than 150 were present.

A plaque was presented Clark for his "unselfish efforts to build a stronger GAWA."

George Gissing was presented the Bert Kaple trophy at the banquet as being the most outstanding member of B-6 for the year.

Convention speakers included William J. Rooke of Atlanta, chairman of the board of W. R. C. Smith Publishing Co. (see page 15); Mel Turner, Chicago garage-man who has been working with



Officers who will lead GAWA the next year include (l. to r.): seated, Dexter E. Swansior of Atlanta, retiring president; Albert J. Barnes of Manchester, president, and L. C. Matthews of Atlanta, first vice president; standing, Hugh Pritchard of Cartersville, second vice president; Walter Shonhor of Brookhaven (Atlanta), secretary; Robert Perrin of Atlanta, treasurer, and Henry S. Clark of Atlanta, executive director.

mechanic-training programs sponsored by ASIA; Howard Hout of Albany, who has assisted such programs in Georgia; J. L. "Jack" Wiggins, executive secretary of ASIA's wholesalers division; H. F.

"Red" Reagin of Atlanta, president of the Independent Garage Owners of America; Dr. G. Herbert True of South Bend, Ind., well-known marketing professor; Charles H. "Chuck" Davis of Chicago, executive editor of *Jobber Product News*; Vernon Volland of the Good CarKeeping Institute and John A. Doyle of Atlanta, who reported for the sales and use tax committee.

The association now has more than 70 members.

Russell W. Higgins has been named assistant general sales manager of the replacement sales division of The Electric Autolite Co. by William F. Connolly, general sales manager. Higgins joined the company in 1937 as a territory representative in Atlanta, Ga. At one time he was Southern regional manager and most recently sales administrative manager for replacement sales.



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## West Virginian Submits Winning ASIA Slogan

**H**ENRY Voight, general manager of Genuine Parts Co. of West Virginia, Wheeling, has won ASIA's 1960 convention slogan contest with his entry, "Team Progress for Sixty."

Voight will be awarded free roundtrip fare (for two) to attend the ASIA national convention to be held at Carnegie Hall in New York City Feb. 8 and 9.

## Autolite Elevates McKeever

Edward E. McKeever has been named eastern regional manager for The Electric Autolite Co.'s replacement sales division by General Sales Manager William F. Connolly. McKeever joined the organization in 1948 as territory representative in Newark, N. J., and since 1955 had been district sales manager there.

## Suhren Shifts in New Orleans

A. C. Suhren Corp. has moved its office and parts department to 8300 Earhart Blvd. in New Orleans, La. The service department re-



When Miss Gretchen Rider of Chicago, executive secretary of Automotive Booster Clubs International, arrived at the airport on her way to address the annual convention of the Florida Automotive Wholesalers Association at St. Petersburg, meeting her were (l. to r.): M. I. "Mose" Hudson of Jacksonville, second vice president of ABCI; Joe Del Greco of Cincinnati, first vice president of ABCI, and Ed Moon of Jacksonville, president of Florida Automotive Booster Club B-36.

mains without change at 1319 St. Charles Ave.

## Airtex Appoints Finn

Appointment of Ben J. Finn as

sales manager for Master Parts Division of Airtex Products, Inc., Fairfield, Ill., has been announced by President Dom Monge. For the past year, Finn had been field sales manager for the division.



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This sprinkler system is paying for itself at Reed-Downing, Inc.

### Sprinkler System Slashes Insurance Premium

**A** REDUCTION from \$1.15 per \$100 to 15 cents per \$100 coverage has resulted in the fire- and water-damage insurance premiums paid by Reed-Downing, Inc., wholesalers at Nashville, Tenn., as a result of installing a modern sprinkler system.

In fact, the savings on insurance alone is enough to amortize the payments on the cost of the in-

stallation as fast as they fall due, according to one of the partners, A. M. Downing.

The system consists of water pipes across each room about a foot under the ceiling. These pipes are spaced a few feet apart and are tied up with the city water system. If a fire breaks out, the heat of the fire melts the wax in the pipes' outlets and releases strong sprays of water.

If the fire occurs at night, an automatic alarm system brings the fire department to the scene, in which case the fire is soon extinguished and water shut off.



Appointment of Roy W. Henderson (shown here) as general manager of the automotive sales division of Sherwin-Williams Co. has been announced by Vice President and General manager E. Colin Baldwin. Henderson joined the company in 1939 as a trade sales representative in St. Louis. He succeeds the late E. W. Windsor.

### Gates Rubber Appoints Mingle

Clarence H. Mingle, formerly director of marketing for Gates Rubber Co., has been elevated to the newly-created position of executive vice president in charge of marketing, President Charles C. Gates, Sr., announced.

A \$5,000 addition to the stockroom of **Carburetor & Ignition Co.**, Hattiesburg, Miss., has been announced by **F. W. McMichael**, accountant.

\* \* \*

**Chicago Pneumatic** tool line has been added by **Parisco Automotive Supply**, Tampa, Fla., Manager **W. C. Stephens** announced.

Officers of the newly-chartered Automotive Booster Club B-52 of Tulsa, Okla., shown here are (l. to r.): Jim Permenter, president; Ronald W. Gilchrist, first vice president; George Yelverton, second vice president; Harry R. Pritchett, treasurer, and Dean F. Kruse, secretary. Participating in the charter presentation ceremonies were William L. Knoyer of B-3 in Denver, Colo., and T. H. Everett of B-4, Dallas, international president and secretary, respectively.



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## Wichita Operation Forms Wellington Subsidiary

**T**HE Wellington Auto Supply, Inc., 219 North Washington, Wellington, Kan., which expected to open this month with an authorized capital of \$50,000, is a wholly-owned subsidiary of The Whitlock Co. of Wichita.

Officers of the new company are R. E. Browning, president; R. N. Stinnett, vice president; Frances E. Watkins, secretary, and G. N. Lockridge, treasurer. Fred Meeker, for the past 28 years a territory salesman for Motor Equipment Co., will be local store manager, and Bernie Phillipi will be territory salesman.

The Browning Supply, Inc., of Newton is also a branch of The Whitlock Co.

## Alabamians to Meet June 26-28

The annual convention of the Automotive Wholesalers Association of Alabama will be held June 26-28 at Holiday Inn Motel, Dauphin Island, near the western side of the mouth of Mobile Bay, Executive Secretary John W. Rooney announced.

## Electrical Equipment Hires Mena at Miami

**G**EORGE Mena, for the past five years Southeastern district sales manager of Belden Mfg. Co., has joined Electrical Equipment Co. of Miami, Fla., as sales manager, President M. G. Luce announced.

A graduate of Georgia Tech, Mena received most of his schooling in Miami. He joined Belden in January 1949. William M. Luce is manager of the Miami operation, Jerry Thomas is purchasing agent and Ed Novak is the office manager of this firm, now in warehouse distribution.

## MEMA Swells Roster By 62 Members

**S**INCE the beginning of the year 62 members have been added by Motor and Equipment Manufacturers Association, as well as 25 credit service subscribers and 28 AAR associate members, General Manager Frederic J. Lanning announced.

Last year new member enrollments for the first ten months totaled 50, with 27 credit service



Walter I. Buchanan, formerly manager of the Atlanta, Ga., office of Chicago Rawhide Mfg. Co., has been promoted to manager of service sales, Vice President and Director of Sales Phelps Wilder announced. Prior to joining Chicago Rawhide four years ago, Buchanan was manager of original equipment sales for National Motor Bearing Co.

subscriptions. Presently the association has 454 members, 395 credit subscribers and 420 AAR associate members, for a total of 1,269.

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Idea exchange of sales techniques and distributor operations was the purpose of this recent roundtable discussion with central distributors conducted by Gene P. Roberts, vice president of replacement sales for the Carter Carburetor Division. Among others participating were Carter President C. E. Heitman;

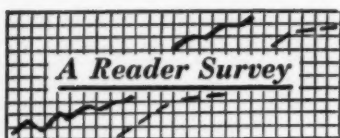
J. R. Medart of Medart Auto Electric Co., St. Louis; J. A. Peck of American Electric Ignition Co., Oklahoma City; V. M. Dupy of the Patten Sales Co., Miami, Fla.; C. S. Johnson of Automotive Electric Associates, Charlotte, N. C., and Ray Roberts of Roberts Brothers Co., headquartered at Washington, D. C.

## Anti-Freeze Price-Cutting Blasted

**"ANTI-FREEZE** business is terrible. Might be the last year a jobber should count on anti-freeze business."

That was a comment by a Kentucky wholesaler who wasn't alone in his observations in voluntary statements by a number of jobbers in the monthly survey by **SOUTHERN AUTOMOTIVE JOURNAL** of 350 firms on how their sales volume has been running this year.

While 91% of the respondents said their sales were exceeding the business for the same ten months of last year, anti-freeze marketing



got blasts from some veteran wholesalers. For example:

An Oklahoman—"We are in the bad situation of anti-freeze price war. All brands are selling below printed prices. Grocery, drug and variety stores are using it for leaders," and he listed six brands and prices ranging from \$1.59 to \$1.89 a gallon.

A prominent Texan in a city near the Panhandle—"Price cutting is our biggest problem—over-distribution by factories in our area—a city of 150,000 with 20 so-called distributors and over 50 so-called jobbers. What can one say except that factories are killing the goose that laid the golden egg?"

"One or two small examples: — and — (two well-known brands of anti-freeze) now retailing in all drug, department, food and discount stores at \$1.64 per gallon—few at \$1.66 or \$1.68. Spark plugs (he mentioned here a well-known brand) going to any dealer or service station at 45¢. Cost distributor 40 1/2¢."

A long-time Atlanta, Ga., wholesaler—"Our sales volume increase of 8 1/2% would be a lot more if — (well-known brand of anti-freeze) hadn't gone sour to the extent we just decided not to sell any."

A small-city Texan complained

of price structures in general, saying that "it seems the only control over prices left is to limit profit."

Jobbers in Florida, most areas of Texas, New Mexico and some sections of Oklahoma gave the reports of biggest sales increases. A few ran as high as 40% more, while 20 to 25% rises were more commonly mentioned among these reports. In most instances the increases hinged around 10% or slightly less.

An Alabamian reported a jump of 16% and commented: "The market is getting bigger."

Addition of two large accounts, presumably fleets, accounted for the 20% climb at a Kentucky company.

A Georgian said his business had declined 2%. "Our salesmen work out from our small-town store and are finding it harder to keep their dealers stocked," he said. "Our local business is up about 20%."

A Memphis, Tenn., firm was ahead 40%. An official commented:

"A new phrase has been coined by our suppliers. 'Item No. so-and-so on your parts order No. so-and-so 90 days after steel strike, 60 days after steel strike,' etc. But when is 'after steel strike'? Outlook for the next 120 days looks rough."

**Partco Automotive Supply** of Tampa, Fla., has added a second crankshaft grinder to its shop, according to **W. C. Stephens**.

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## New Tune-Up Approach Planned by Factories

A NEW approach to automotive tune-up problems has been made by three manufacturers of electric systems and fuel systems. Electric Autolite Co., Carter Carburetor Division of ACF Industries, Inc., and Holley Carburetor Co. recently announced a joint automotive tune-up program to more than 80 central distributors at a meeting in Chicago's Edgewater Beach Hotel.

Called the A-C-H (Autolite-Carter-Holley) tune-up program, it will make available to independent repair shops and service stations electrical and fuel system replacement parts through a combined catalog, which is supplemented with a single price list, containing part numbers and prices for all three manufacturers.

A basic part of the A-C-H plan is a cabinet designed to hold adequate stocks of Autolite, Carter and Holley tune-up parts for both fuel systems and electrical systems.

The program recommends dealer stocking of only the fast-moving



The shark got only part of the fish! That's the truthful story of Charles Zell (left), son of O. C. "Jack" Zell, well-known factory man currently residing in Dallas, Texas. Doing better with their catch were Mrs. Jack Zell and her brother-in-law, Jimmy (right), also well-known in the industry but currently in the real estate business in Orlando, Fla. These beauties, snared at Hollywood, Fla., exceeded 15 pounds and 47" long.

parts for the most popular domestic cars and light trucks. Slower moving items are available from the local service distributor, who

also is responsible for keeping independent repair shops and service stations abreast of current technical developments, new parts and price changes.

The catalog is intended as a working tool for the mechanic—easy to read and to use. Distinctive in appearance, it is easily identified as the Autolite, Carter, Holley tune-up parts catalog. Listed are tune-up parts for fuel and electrical systems for the most popular domestic cars and dual application light trucks, as well as complete specifications.

An important element of the total program is a training course in tune-up, conducted locally under factory-trained instructors. This portion of the plan is designed to teach the fundamentals and provides students with basic technical information. The "how" of specific tune-up operations is taught, rather than test equipment and procedures, which may vary greatly.

For out-of-the-ordinary situations, the individual shop is urged to call on the expert assistance available through his service distributor.

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## AWDA Reelects Perry of Atlanta At Record Meeting in Kansas City

**T**HOMAS S. Perry, prominent Atlanta (Ga.) warehouse distributor, whose company bears his name, was reelected to serve a second term as president of the Automotive Warehouse Distributors Association at the 12th annual convention in Kansas City last month.

Proclaimed the best-attended meeting in AWDA's history, the convention attracted more than 500 delegates, alternates and guests. An annual meeting of the board of governors and the manufacturers' advisory council preceded the official opening of the convention on Nov. 2.

Two morning sessions—one for warehouse distributors and the other for affiliate manufacturers—discussed operation subjects, such as membership committee work, industry relations activities, cost of doing business and functions of a warehouse distributor salesman.

Richard A. Melvin, administrative assistant of the Automotive Service Industry Association, Chicago, Ill., examined the workings and consequences of the new Ford parts distribution plan.

By pre-arranged schedule, in excess of 900 individual private conferences between affiliate manufacturers and their respective warehouse distributors took place between Monday evening, Nov. 2, and Thursday noon, Nov. 5.

Officers elected to serve with Perry were Robert S. Weber of P. E. Weber, Inc., Milwaukee, Wis., first vice president; Bernard Bock of Bobro Products, New York, second vice president; Paul R. Livoni of Crum & Lynn, Inc., Los

Angeles, Calif., secretary, and A. P. Walter of A. P. Walter Co., Chicago, treasurer.

Directors are Walter T. Devine of Lenk, Inc., Boston, Mass., immediate past president; W. E. Lahr, Jr., of W. E. Lahr Co., Minneapolis, Minn., chairman of membership committee; James R. McLean, Jr., of Automotive Parts Warehouse, Inc., Norfolk, Va.; Harry Rothman of Seaport Automotive Warehouse, Oakland, Calif.; John J. Vida of Manley-Vida Distributing Co., Philadelphia, Pa.; Don M. Hanson of E. Edelman & Co., Chicago, Ill.; Jack F. Whitaker of Whitaker Cable Corp., Kansas City, Mo.; J. S. Connell of J. S. Connell Co., Dallas, Texas, past president, and Sol E. Fuchs of Fox Distributing Co., Chicago, past president.

Members of the 1960 manufacturers' advisory council are J. B. Bushyhead of Moog Industries, Inc., St. Louis, Mo., chairman; Walter E. Nash of Monroe Auto Equipment Co., Monroe, Mich., co-chairman; T. H. Everett of Monkey Grip Sales Co., Dallas, Texas; Sidney O. Smith of K & W Products, Inc., Whittier, Calif.; C. S. Rogers of P & D Mfg. Co., Inc., Long Island City, N. Y.; John Bury of Purolator Products, Inc., Rahway, N. J., and Cliff Atwood of Chicago Rawhide Mfg. Co., Elgin, Ill.

H. Roe Bartle, mayor of Kansas City, welcomed the delegates back to the city for the third time, and bestowed honorary Kansas City citizenship on President Perry, Vice President Weber, Secretary Bock and Treasurer Livoni.

Ira Saks, well-known industry



The Automotive Warehouse Distributors Association's first annual award to the "Automotive Man of the Year" was presented last month at the annual convention to Victor L. Toft (right) of Omaha, Neb., the first president of the Automotive Service Industry Association. Former President Harry Truman did the honors while looking on in the background was Thomas S. Perry of Atlanta, who was reelected president of AWDA. Toft received the award "in recognition of his devotion to the principle of one automotive aftermarket association and his untiring efforts in its behalf."

leader, moderated discussions on "What the Warehouse Distributor Expects from the Manufacturer" and "What the Manufacturer Expects from the Warehouse Distributor."

Two warehouse distributors and five affiliate manufacturers were accepted for membership.

Distributors are Car Controls, Inc., of Los Angeles, Calif., and Underwood Automotive Warehouse of Knoxville, Tenn.

Manufacturer members are Grand Automotive Products, Melrose Park, Ill.; International Metal Hose Co., Bellevue, O.; Jaycee



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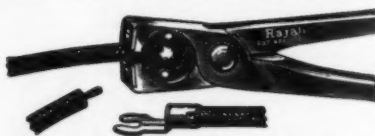
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AWDA officers and board of governors with Victor L. Toft of Omaha, Neb., AWDA's "Automotive Man of the Year," are (l. to r.): seated, Harry D. Rothman, Seaport Automotive Warehouse, Oakland, Calif.; F. R. Middleton, Herbrand Div., Bingham-Herbrand Corp., Fremont, Ohio; President Thomas S. Perry, Thomas S. Perry Co., Atlanta, Ga.; Victor L. Toft; Executive Secretary Martin Fromm; W. E. Lahr, W. E. Lahr Co., Minneapolis, Minn.; Don M. Hanson, E. Edelmänn & Co., Chicago, and J. S. Connell, J. S. Connell Co., Dallas, Texas; standing, Paul R. Livoni, Crum & Lynn, Inc., Los Angeles, Calif.; James R. McLean, Jr., Automotive Parts Warehouse, Inc., Norfolk, Va.; John J. Vida, Manley-Vida Distributing Co., Philadelphia, Pa.; A. P. Walter, A. P. Walter Co., Chicago; Jack F. Whitaker, Whitaker Cable Corp., Kansas City, Mo.; Walter T. Devine, Lenk, Inc., Boston, Mass.; Robert S. Weber, P. E. Weber, Inc., Milwaukee, Wis.; Bernard Bock, Bobro Products, New York, N. Y., and S. E. Fuchs, Fox Distributing Co., Chicago.

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Chemical Corp., Northford, Conn.; Milesmaster Incorporated of America, Chicago, Unit Service Exchange Co., Atlanta, Ga., and Gross Mfg. Co., Inc., Monrovia, Calif.

Social highlight of the convention was the manufacturers' reception and cocktail party under the sponsorship of Jack F. Whitaker and the manufacturers' advisory council.

Dates for the 1960 convention, announced by President Perry, were set for Monday, Oct. 31, concluding on Thursday, Nov. 3. The meeting will be in Kansas City.

#### **Lew Poynter Forms Agency**

Lew Poynter, past president of

Booster Club B-37 of Oklahoma City, Okla., and for several years representative of Ditzler Color Division, has organized his own manufacturers' agency, Lewis A. Poynter and Associates.

#### **Citronelle, Ala., Firm Opens**

Automotive Products, Inc., opened last month on Hi-Way 45, north of Lebarton Ave., in Citronelle, Ala. Jack Woods is the manager.

**Ray Pocher** is new city salesman for **Automotive Service, Inc.**, San Antonio, Texas, and **Billy J. Davis** is the new counterman, according to the president of the firm, **Charles M. Figh**.

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W. L. Lyon — El Paso  
K-D Lamp Co.  
Rudy Copeland. — Ft. Worth  
Ace Rubber Co.  
Neal Greenfield Sales Co. — Ft. Worth  
National Brake Block Corp.  
John W. Lovelady — Ft. Worth  
Gojer, Inc.  
J. E. Seifert — Houston  
Homestead Valve Mfg. Co.

### VIRGINIA

T. S. Armistead — Richmond  
Homestead Valve Mfg. Co.

### WEST VIRGINIA

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